

Sales Call Reluctance™ Assessment



Sales Call Reluctance™

Research has shown that **Sales Call Reluctance™**. (SCR) is the leading factor affecting Sales performance in organisations.

SCR is described as “*Emotional interference that prevents salespeople from initiating contact with new customers who can help them meet their goals*”, Suzanne Dudley, Co-Author, Relentless: The Science of Barrier-Busting Sales.

Our first step is to test for and treat SCR as a necessary pre-cursor to any Sales training program. Failure to do this puts your investment at risk by exposing persons to techniques which they are psychologically unprepared to put into action.

The SPQ*Gold/Full Spectrum Advocacy (FSA), is the only test in the world that measures all known forms of Call Reluctance. ® It also includes estimates of Call Reluctance impostors, test taking behaviors and more.

Target: *All sales representatives*

SPQ*GOLD®/FSA (Full Spectrum Advocacy)



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Features

- Targeted focus on contact initiation, the core competency of selling
- Innovative Dudley-Goodson LERA™ Response Format – no guessing what the candidate meant to say
- True Scale™ assessment construction based on state-of-the art psychometric science
- Measures all known types of Call Reluctance
- Measures 7 call reluctance impostors
- Easy-to-read reports
- Numerous quality assurance checks to ensure compliance with instructions
- Results confirmable by direct observation

The FSA was constructed to provide important diagnostic insights into several dimensions associated with initiating contact for advocacy or self-promotion purposes.

The “fear of self-promotion” is the general condition that gets in the way when people feel uncomfortable making their talents and contributions known to those who can help them reach their goals. When it affects salespeople, it’s called **Sales Call Reluctance™**.

Sales call reluctance is a condition which limits what sales professionals achieve by emotionally limiting the number of prospecting contacts they make.

Facilitator



Carla Charles-Yee, is the Lead Facilitator and Learning Experience Specialist with Yes Careers Ltd. She has designed and facilitated training to hundreds in the fields of sales, customer service, supervision, business/telephone etiquette, team building, office administration, career management, personal branding and image.

She had also been certified by the Behavioral Science Research Press, Inc. to facilitate training and coach salespersons to eliminate their self-defeating behaviours resulting from **Sales Call Reluctance™**.

Her working experience spans 30 years in human resources, training and development, instructional design, sales and service. She is a graduate of the University of the West Indies and holds a Masters in Instructional Design Technology as well as a Post-Graduate Diploma in Instructional Design with Distinction. She has pursued studies with the University of Leicester, UK and was awarded with a Certificate in Training Practice and a Diploma in Training and Development.

Recruitment and Talent Development
Customer Service Transformation
Sales Development



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Reinventing the Future
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Workforce

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difference



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