



SALES CALL RELUCTANCE TESTING

THE ONLY WAY TO
ABSOLUTELY AVOID HIRING
THE WRONG SALESPEOPLE

THE SOLUTION

How many times have you hired agents whom you're sure have tons of potential for selling, but once hired, they seem to fizzle out, or consistently sell fewer policies than you need? Your solution, the SPQ Gold/FSA. It is the only assessment in the world that measures for Sales Call Reluctance. It will tell you how much your candidates will sell, how soon they'll start selling, and how difficult/easy it will be to coach and train them. The information you gain will also help guide your interview process, so you can focus on critical behaviors of your candidates.

HOW DOES IT WORK?

The SPQ Gold/FSA identifies how well an agent will initiate contact with enough prospects, and what specific sales behaviors and markets they might be avoiding without even realizing it.

HOW ACCURATE IS IT?

Scientists have researched, validated and tested the SPQ Gold/FSA for over 40 years, with hundreds of thousands of salespeople in insurance and other industries. A recent study showed that the assessment predicts high sales performers with 89% accuracy.

HOW TO EVALUATE CANDIDATES ONCE HIRED?

The SPQ Gold/FSA turns into a coaching and development tool. You will be three months ahead of the performance game by knowing their strengths and immediately coaching their areas of improvement.

WHAT ABOUT AGENTS WE'VE ALREADY HIRED?

The SPQ Gold/FSA is valuable for current sales agents too. It pinpoints areas for coaching and development, and for guiding them toward behaviors that improve results.



CALL (602) 380-5431
or visit Sales Assessment
Testing online and identify
yourself as a member
to get started.



AS A BIG "I" MEMBER,
you are eligible for a 10%
discount on each Sales Call
Reluctance Test purchase.

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