

SMRQ - Sales Motivation & Resilience Questionnaire

EXPLORE SALES ATTITUDE TO BOOST SALES PERFORMANCE

USING THIS SPECIALIST SALES ASSESSMENT TOOL

The SMRQ is specialist questionnaire for people who sell, focusing on how individuals deal with the **psychological challenges of selling**. It contains forty multiple choice questions and takes less than ten minutes to complete. The results are completely confidential to the participant and fully anonymous for management.

Regardless of levels of intelligence, knowledge, skills and experience, sales performance is hugely dependant on having a 'Will Do' attitude. The SMRQ examines the three fundamental factors of a winning sales attitude and mind-set: **motivation, resilience** and **coping with the pressure** of constantly working to achieve very measurable and visible targets in a highly competitive environment.

The SMRQ helps both participants and managers.

<p>For participants;</p> <p>Identifying personal development needs and opportunities.</p>	<p>For managers;</p> <p>Identifying personal, team and organisational development needs.</p>
<p>Growing motivation to overcome obstacles.</p> <p>Increasing resilience to cope better with the inevitable set-backs involved in sales.</p> <p>Developing greater ability to manage the pressure of challenging sales situations.</p>	<p>Identifying priority motivational issues for rapid management action.</p> <p>Input to developing resilience strategies.</p> <p>Reducing staff absenteeism and turnover.</p>
<p>These factors are proven to be strongly linked to high performance and success in sales.</p>	

Enabling genuine insight into the foundations of sales success

Using the SMRQ helps participants to become more aware that their sales performance is highly dependent on their motivation, resilience and ability to cope with the inevitable pressures of selling.

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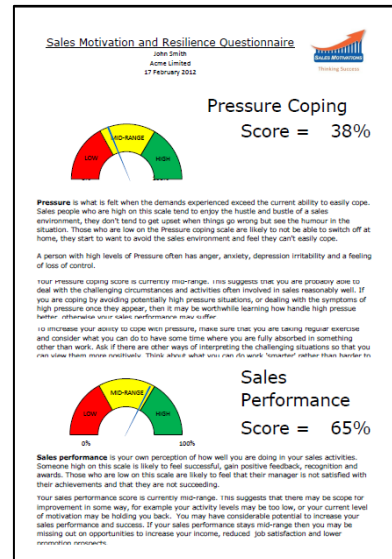
Reporting for participants and managers

Individual SMRQ report

This is a *confidential* report which is emailed to the participant only, which gives feedback on their overall current levels of motivation, resilience, stress and performance.

The feedback is presented graphically as a 'speedometer' with a rating from 1-100% for each factor, together with a customised commentary based on the ranges into which each rating falls.

The rating is classified as low, mid or high and colour coded as red amber or green respectively.



Management SMRQ report

This is a *summary* level report that gives a graphical (bar and pie) summary of the responses to each question. The minimum group size for which a Management report will be provided is five, to maintain anonymity of individual participants.

The report can be provided on a team by team or sub-set basis to be able to enable comparison between different groups to identify common or different factors.



Dataset

The organisation's dataset can be provided as a file which contains the individual responses (with all personal data removed to retain participant anonymity). This dataset can then be subject to further analysis by the client. The minimum group size for which the dataset will be provided is five, to maintain anonymity of individual participants. All data collected is kept confidential and added to a company confidential collective database for research purposes and to add to a normative sample.

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