



The Race is On! Your customers and market are evolving at *blinding* speed - and you and your competitors are sprinting to keep pace - changing products, culture, process, policy and technology - fighting each day to protect and to grow your market. **Readiness** is the key to winning in today's information-driven economy - and ultimately *your sales force's readiness determines whether your company is setting the competitive pace or is lagging behind it.*

The Business Problem: Slow Adoption of Change by the Sales Force

Your sales force is expected to understand and adopt an overwhelming volume of information. Despite efforts to ensure that sales people are prepared, adoption of change is still slow and sporadic, negatively impacting pipeline and revenue predictability.

The Opportunity: Improving Sales Force Readiness rapidly magnifies adoption

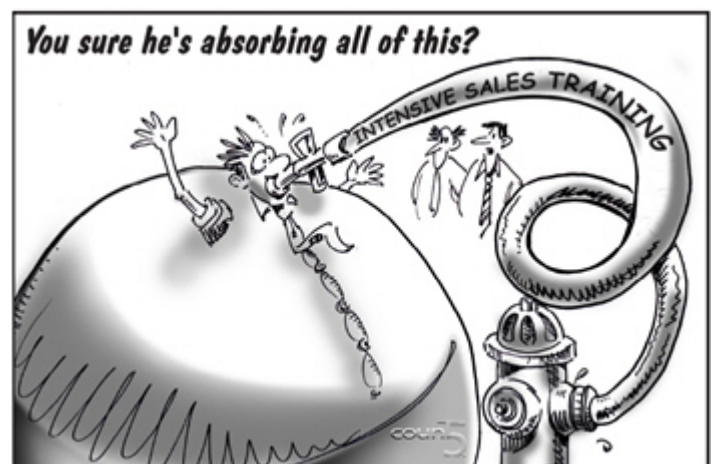
Yesterday's opportunity was improving the *efficiency* of how you managed customer relationships, sales activity and processes - today's opportunity is improving your sales force's speed and *effectiveness* to maximize customer acquisition and wallet share success. Improving the speed and magnitude that sales people understand, adopt and effectively apply new information and change will rapidly improve:

- Success of new product introductions
- Success of customer acquisition, wallet-share and other key sales initiatives
- Revenue contribution from new hires and *middle majority* sales performers
- Compliance with regulatory issues, policies and procedures

The Challenge: Status Quo Sales Force Readiness activities aren't enough

Companies spend millions in resources and technologies to ensure the sales force is readied, yet these efforts have been more effective in maintaining status quo performance levels than in fostering accelerated improvement. **Status quo readiness activities lack three necessary ingredients to truly impact customer acquisition, retention and wallet share initiatives:**

- **Accountability**
 - Departmental, Team & Individual
- **Reinforcement**
 - Continuous & Individualized
- **Readiness Measurement & Analysis**
 - Readiness is a leading indicator to pipeline quality and top line results.





The Solution: Q Sales Force Readiness™ from Count5

Q SFR™ is a unique and patent-pending solution that rapidly magnifies the sales force's retention, adoption and effective application of new information and change.

What are the Benefits of using Q™?

- Magnified and accelerated success of new product introductions
- Faster, more consistent adoption of new processes and strategies by sales force and management
- Improved confidence and revenue contribution from new hires and *middle majority* sales performers
- Improved compliance to regulatory mandates
- Improved pipeline and revenue predictability

How does Q™ work?

- Q™ proactively **reinforces** and coaches sales people on what they need to know - EVERY day.
- Q™ automatically measures their readiness level (retention) on this information.
- Q™ individualizes **reinforcement** and coaching where each sales person needs help most.
- Q™ provides readiness **measurement** (aggregate, by team, by individual, by category, etc.) to management so readiness improvement opportunities can be quickly identified and resolved.



Why does Q™ work?

- Q™ provides the **frequency of reinforcement** and coaching required to make what sales people need to know *top-of-mind* - which leads to improved confidence, recall and successful field adoption.
- For the first time, **sales force readiness is a measurable asset** - now managers receive key insights on how to coach individual team members, while executives now have leading indicators that lead to corrective action before results miss expectations.
- Q™ adds layers of **accountability** to readiness efforts that never existed before.
- Unlike *passive* information management systems, Q™ is a **proactive** and automated solution that does not rely on personal motivation to be successful.

How do I get Q™?

- Q™ is a hosted solution that is EZ to implement, EZ to learn and EZ to adopt - blending seamlessly into an operation without impacting existing workflow, technology or sales activity. Call us today.

