



The Race is On! Your market is changing at *blinding* speed – and your company is sprinting to keep pace - changing products, strategy, process and technology – fighting each day to protect and to grow its market. **Agility** is the key to winning in today's information-driven economy – and ultimately your sales force's *agility* in adopting these changes 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 your speed-to-revenue.

The Opportunity: Improving Sales “Alignment” improves Speed-to-Revenue

Ultimately, the speed and effectiveness that your sales force adopts new messaging, information and change dramatically impacts your:

- Success of new product / program introductions.
- Success of new strategies and processes.
- Revenue contribution from *middle majority* sales performers and from new hires.
- Pipeline quality and top line contribution.

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.

The Challenge: Traditional communications & training activities aren't enough

You have technologies and resources in place to ensure a readied sales force, yet they have been more effective in maintaining status quo performance levels than in fostering accelerated improvement. Ultimately, there are 3 unnecessary sales alignment hurdles preventing you from accelerating revenue growth:

- Lack of *Measurement*
- Lack of *Reinforcement*
- Lack of *Accountability*





The Solution: **Q Sales Force Alignment™** from Count5

Q™ is a unique and patent-pending solution that accelerates and broadens your sales force's retention, adoption and effective application of new messaging, information and change.

What are the **Benefits** of using **Q™**?

- Speed-to-revenue with new product & program 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 predictability and revenue

How does **Q™** work?

- **Q™** proactively **reinforces** and coaches sales people on what they need to know - EVERY day.
- **Q™** automatically measures their alignment (retention) with this information.
- **Q™** individualizes **reinforcement** and coaching where each sales person needs help most.
- **Q™** provides alignment **measurement** (aggregate, by team, by individual, by category, etc.) to management so 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 alignment is measurable** - 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 traditional efforts that never existed before.
- Unlike *passive* information management systems, **Q™** is a **proactive, prescriptive** and automated solution that does not rely on personal motivation or *hope* 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. **Contact us today.**



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