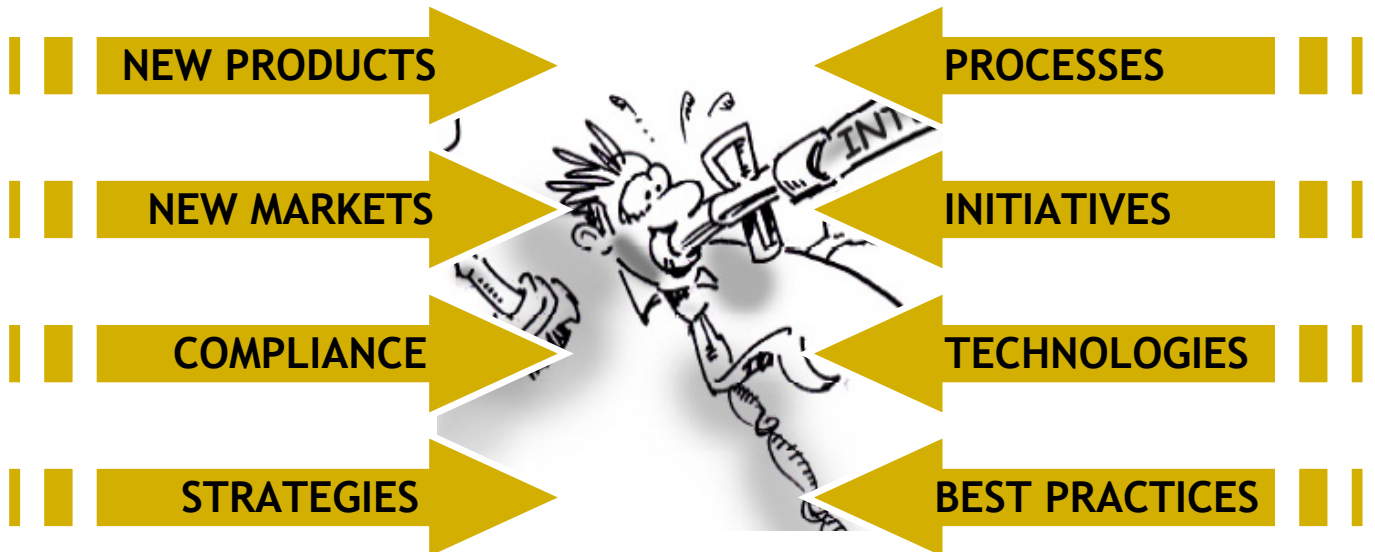




Every year, US companies spend billions of dollars training their sales force - yet studies show that between 75% and 95% of those investments are wasted due to a failure to apply learning in the workplace. Count5 was founded to improve the success of your sales initiatives by holding people accountable for execution.

**Business Problem:** Top & Bottom Line suffers when the sales force is not aligned with change.

Your sales force is expected to understand and adopt an overwhelming volume of information. Despite efforts to ensure they are prepared, adoption of change is still slow and sporadic, negatively impacting your top and bottom line.



**The Opportunity:** Accelerating Sales Force 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, processes & technology rollouts.
- Productivity contribution from *middle majority* performers and new hires.
- Customer & Employee Satisfaction.

Yesterday's opportunity was improving the *efficiency* of how you managed customer relationships, activity and processes - today's opportunity is improving your sales force's *speed* and *effectiveness* to maximize customer acquisition, retention and wallet share success.

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

*You sure he's absorbing all of this?*



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 continuous improvement - this shifts much of the burden to front-line managers, who already have enough on their plate. Ultimately, there are 3 gaps in your current delivery model preventing you from rapidly improving sales initiative success:

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

## 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. Q is a dedicated, discrete and noise-free *push* channel designed specifically for ongoing communications and training reinforcement with your sales force (and other customer-facing employees).

### 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 production from new hires and *middle majority* performers.
- Improved compliance to regulatory mandates.
- Improved message consistency.

### How does Q work?

- Q proactively **reinforces** and coaches employees on what they need to know - EVERY day.
- Q automatically **measures** their alignment (retention) with this information.
- Q individualizes **reinforcement** and coaching where each 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 remedied before performance suffers.

### Why does Q work?

- Q automatically schedules and regulates the **frequency of reinforcement** and coaching required to make what people need to know *top-of-mind* - which leads to improved confidence, recall and successful application.
- 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 activity. **Contact us today!**



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