



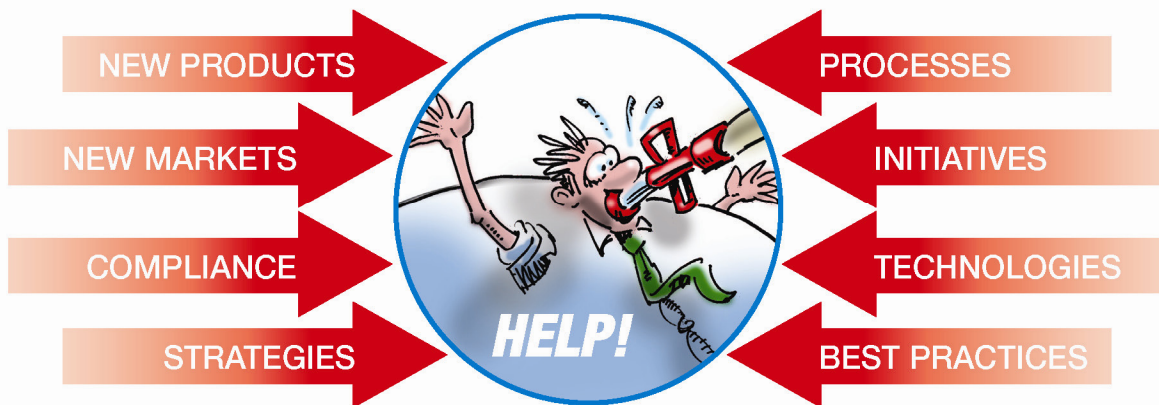
Align your front line

Each year, companies spend billions of dollars on front line communications and training – yet studies show that between 75% and 95% of those investments are wasted because employees fail to apply the learning in the workplace. Count5 was founded to improve the success of your sales and change initiatives by holding people accountable for execution.

The Business Problem

Top & Bottom Lines suffer when the salesforce is not aligned with change.

The volume and velocity of change introduced to your front line employees increased dramatically over the years - yet your company's methods to ensure employee alignment with these changes are *still* the same - and they're not working anymore.



The Opportunity

Accelerating Work Force Alignment improves revenue & efficiency.

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

- **Success of new product / program introductions.**
- **Success of new strategies, processes & technology rollouts.**
- **Productivity contribution from *middle majority* performers and new hires.**
- **Corporate agility and efficiency.**
- **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 work force's *speed* and *effectiveness* to maximize customer acquisition, retention and wallet share success.

The Challenge: Your current communications & training efforts aren't working



You have technologies and resources in place to ensure a readied work 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 too much on their plate. Ultimately, there are 3 things missing from your company's efforts that slow you down:

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

The Solution: Q from Count5

- **Q** is a very unique communications tool that makes more people remember more information more quickly.
- **Q** lets you convert relevant information into small, bite-sized chunks, push it to front line employees on a recurring schedule and track who consumed it *and* who understands it.
- **Q**'s patent-pending process rapidly improves alignment with new initiatives, strategy and messaging.
- **Q** automates reinforcement and adds measurement & accountability to your existing change communications efforts.

What are the Benefits of using Q?

- Speed-to-revenue with new product & program introductions.
- Improved compliance to new processes, strategies and regulations.
- Better sales production from new hires and *middle majority* performers.
- Improved message consistency.

How does Q work?

- **Q** proactively and frequently reinforces and coaches employees on what they need to know.
- **Q** automatically monitors their consumption and understanding of relevant information.
- **Q** prescribes additional reinforcement where each person needs help most.
- **Q** shows managers and executives if there are problems so remedy can be applied before performance suffers.

Why does Q work?

- The patent-pending **Q** process makes what salespeople need to know *top-of-mind* – which leads to improved confidence, recall and successful application.
- For the first time, *alignment is measurable* – now managers understand how to coach individuals, while executives have early indicators on misalignment so remedy can be applied before results miss expectations.
- People actually use **Q** (over 95-100% user participation with all **Q** customers).

How do I get Q?

- **Q** is a hosted solution that is easy to implement, easy to learn and easy to adopt – blending seamlessly into an operation without impacting existing technology or sales activity.
- [Contact us today to find out more about how Q can help you!](#)

