

YOU TRANSFORM A SALESFORCE

by focusing on
three things:

- Engaging the right talent.
- Applying a coaching system that guides sales leaders to improve individual seller performance.
- Implementing a deal strategy that advances more winning deals.

**Only one company can
help you do all
three — AuctusIQ.**



AUCTUSIQ®

“If you want to sell more and spend less, you need to run sales as a business process. With our GrowthIQ System, your go-to-market costs will decrease, and your per seller contribution will increase.”

TROY KANTER
Co-Founder & CEO of AuctusIQ

**THERE'S NOT A SINGLE SALESFORCE IN THE WORLD
WE CAN'T MAKE BETTER.**



THE SOLUTIONS WE OFFER

The GrowthIQ System combines high-performance training, analytics and technology to generate the playbook for getting it done. It's your roadmap to winning plays that will accelerate growth and transform sales into a business process.

THE DIFFERENCE WE MAKE FOR YOU

We've been conditioned to look at sales enablement, sales training and sales data separately, but it's not about one or the other. It's about how you wrap these things together and manage it as a business process. That's exactly what we help you do. You have a business process for every other part of your company. Why not sales? Gone are the days when you could just add salespeople, raise quotas and pound on the table to drive revenue. Today it's more about how quickly you can get to a problem, identify a solution and replicate it.

HOW WE HELP YOU

AuctusIQ takes a modern approach to solving age-old sales problems. It's a software platform that fully integrates with your CRM and combines industry-leading training with sophisticated business analytics. Our three steps are designed to get to it and get after it.



UNCOVERING GROWTH OPPORTUNITIES

First, we work to understand where your sales organization can accelerate performance through adopting and aligning to the practices of high-growth organizations. We then combine these insights with our knowledge of high-performing sales operations, based on decades of studying, measuring and managing best practices, to benchmark your salesforce against the very best. Finally, we apply these insights to give you a holistic view of your opportunities that will drive revenue.



PUTTING IT INTO ACTION

We work with you to apply the fastest path of improvement. This includes optimizing your organization around sales talent, sales coaching and deal intelligence tools (see opposite page) and the practices needed to accelerate your business performance and increase win rates.



MEASURING AND MANAGING IMPROVEMENT

Like any business process, you can't manage what you don't measure. So, we apply the practices and pull the levers that matter most to create a results-driven business process. This will energize your talent, lay out a long-term strategy for continuous performance improvement and allow you to more accurately forecast using predictive analytics and data. After that, it's all about constantly managing, analyzing and perfecting each selling activity.

| |  TALENTIQ |  DEALIQ |  COACHINGIQ |
|-----------------|--|--|---|
| PRODUCTS | <ul style="list-style-type: none"> • Success Profile Development around core selling competencies. • Talent Audit to cover organizational strengths and gaps. • Talent Playbook to leverage an individual's path to performance. • Talent Impact Study to capture global high-performance benchmarks by function. • Competency Reporting that links selling skills to your sales funnel. • Predictive Assessments to hire more like your best. | <ul style="list-style-type: none"> • Seven Imperatives for selling that applies a practical sales system and common language to every deal — turning sales into a business process. • Seven Imperatives for cross-selling and up-selling to build customer relationships and generate new opportunities. • Win More Messaging designed to help build a selling story at every stage of the buying process that results in seller confidence. • Deal Insight Dashboard that uses AI to enhance reporting and forecast accuracy. | <ul style="list-style-type: none"> • Individualized Coaching Playbook to optimize performance of individual sellers through structured rhythms and cadences that accelerate team performance. • 180 Sales Competency Review to track skill improvement and build competency at each step of the sales cycle. • Exceptional Sales Leader Training to turn leaders into performance coaches. • Win Sprint Selling System that synchronizes data into an actionable coaching dashboard using leading indicators of success to improve seller performance weekly, quarterly and yearly. |
| VALUE | TalentIQ diagnoses where you are today to replicate and build the right sales team, hire more like your very best and know how every seller in your organization stacks up to the top 20 percent in the industry. | DealIQ creates a business process for sales that gives every seller a real-time, data-driven approach to deal strategies that accelerate sales cycles and increase win rates. | CoachingIQ lifts the individual and collective performance of your salesforce through an individualized coaching system that gives real-time feedback to measure skills, competencies and critical expertise that dramatically improves seller performance. |

ABOUT AUCTUSIQ

Our name is derived from the Latin word (Auctus) meaning “growth” and paired with high-growth, predictive analytics to improve the “intelligence” (IQ) for your business. We’ve walked in your shoes, perfected new ways to sell and successfully implemented sales practices and growth strategies that work. It’s why we built this company—to take what we’ve learned and come alongside CEOs and CSOs like you, to provide you data, insights and a business process to improve your salesforce’s effectiveness.

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TROY KANTER
Co-Founder & CEO
of AuctusIQ

Troy has done what few people have done in business. He took a company (Kenexa) from start up to IPO to exit with a strategic buyer (IBM) for \$1.4B. And then he ran the world’s largest sales training company. These experiences allowed him to perfect a business process to help select and coach individual sellers, improve the predictability of their individual win rates and develop outstanding sales leaders.

As a natural born leader stemming from his days as a winning college quarterback, Troy has made it his mission to help smart, driven people be even more successful. With his passion and unique experience, Troy co-founded AuctusIQ, digitized his sales business process and created a platform to help other CEOs build world-class salesforces.

In addition to running AuctusIQ, Troy serves on the board of directors for several fast-growing companies and coaches a number of industry-leading executives.

Courtney served as president of Kenexa’s Global Assessment Division and subsequently as Global Head of Science and Strategy for IBM’s Smarter Workforce, where she worked with executive leaders of Fortune 500 companies architecting predictive assessment systems to hire for fit and turn talent into performance.

An entrepreneur at heart, Courtney founded then merged or sold five successful companies. Through these innovative ventures, she has served on the executive team for seven fast-growing organizations with a focus in talent research, analytics and financial services.

During her career, Courtney’s talent assessments have been published in best-selling books, including *The Survivors Club*, by Ben Sherwood and *StandOut* and *Go Put Your Strengths to Work* by Marcus Buckingham.

She completed her master’s degree in qualitative and quantitative research at the University of Nebraska-Lincoln and her doctoral degree in organizational leadership at the University of Southern California, where she graduated summa cum laude.



DR. COURTNEY MCCASHLAND
Chief of Science & Strategy
& Co-Founder of AuctusIQ

