

Contact: Mary Lafferty at 402.227.6495 or [mlafferty@auctusiq.com](mailto:mlafferty@auctusiq.com)

## **AuctusIQ Wins Gold in 2020 Brandon Hall Group Excellence Awards in Technology**

**LINCOLN, Neb. (Jan. 12, 2021)** – AuctusIQ, a performance-based technology company that helps sales organizations accelerate high growth, won a coveted Brandon Hall Group gold award for excellence in the category of Best Advance in Sales Enablement and Performance Tools. AuctusIQ’s win was announced by the Brandon Hall Group.

AuctusIQ is built on 25 years of scientific salesforce analytics that helps organizations uncover talent, skills, coaching and sales strategies that drive revenue. The foundation of AuctusIQ is predictive assessment science that has been proven to dramatically improve salesforce production by engaging the right talent and coupling it with deal coaching strategies that can triple win rates and reduce costs.

The AuctusIQ **GrowthIQ** platform enables sellers to sell smarter at every stage of the sales cycle. It also provides personalized sales coaching feedback that is directly tied to every deal in an organization’s CRM that helps accelerate growth every day, week and quarter.

“Winning an Excellence Award in Technology from the Brandon Hall Group confirms what our customers have discovered – the AuctusIQ systems deliver amazing results by recognizing great talent, implementing proven coaching strategies and driving high performance,” AuctusIQ Co-founder and Chief Executive Officer Troy Kanter said.

A panel of veteran, independent senior industry experts, and Brandon Hall Group senior analysts and executives evaluated the entries based upon the following criteria:

- **Product:** What was the product’s breakthrough innovation?
- **Unique differentiators:** What makes the product unique and how does it differ from any competing products?
- **Value proposition:** What problem does the product solve and/or what need does this product address?
- **Measurable results:** What are the benefits customers can expect to experience as a result of using this product?

“Technology is the great enabler of human capital management initiatives. It has never been more important than during this rapid evolution of remote work that challenged everyone to instantly adapt,” said Brandon Hall Group chief operating officer and awards program head Rachel Cooke. “Winners of Excellence in Technology Awards are critical drivers of their organizations’ success, especially in these disruptive times. Their solutions resulted in substantial benefit to their business and the human capital management function. This is the ultimate differentiator: the positive business impact of technology.”

“The Excellence Award in Technology also emphasizes the value of collaboration between HCM leaders, business leaders and technology developers. To win, everyone must work together to meet the needs of all stakeholders, especially the end-users. Technology Award winners met this challenge and created value for everyone,” said Brandon Hall Group CEO Mike Cooke.

A full list of winners can be found at <https://www.brandonhall.com/excellenceawards/past-winners.php>.

### **About AuctusIQ**

AuctusIQ is built on 25 years of scientific salesforce analytics, data modeling, and applied market studies to uncover the talent, skills, coaching, and sales strategies that accelerate growth and optimize commercial results. Founded by Troy Kanter and Dr. Courtney McCashland, AuctusIQ is based on predictive assessment science to more than double salesforce production through engaging the right talent and is applied through deal coaching strategies that has, in some cases, tripled average win rates while reducing the costs associated with unproductive activity. To learn more about AuctusIQ, visit [www.auctusiq.com](http://www.auctusiq.com).

### **About Brandon Hall Group, Inc.**

Brandon Hall Group is only professional development company that offers data, research, insights and certification to Learning and Talent executives and organizations. The best minds in human capital management (HCM) choose Brandon Hall Group to help them create future proof employee development plans for the new era. For the last 27 years we have empowered, recognized and certified excellence in organizations around the world influencing the development of over 10,000,000 employees and executives. Our HCM Excellence Awards was the first to recognize organizations for learning and talent and is the gold standard, known as the 'Academy Awards of Human Capital Management'. Our cloud-based platform delivers evidence-based insights in the areas of Learning and Development, Talent Management, Leadership Development, Diversity and Inclusion, Talent Acquisition and HR/Workforce Management for corporate organizations and HCM solution providers. To learn more visit [www.brandonhall.com](http://www.brandonhall.com).