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## **AuctusIQ Named 'Hot Vendor' By Leading Analyst Firm**

**LINCOLN, Neb. (June 10, 2021)** – *AuctusIQ*, a leading provider of sales performance solutions announced it has been included in the list of "Hot Vendors" in the Sales Enablement report by Aragon Research, Inc.

According to Aragon Research's report, "What makes *AuctusIQ* hot is its complete sales intelligence platform, which includes its AI-based technology as well as a selling system that includes robust analytics, deal coaching, and talent management."

The sales enablement function has evolved from a world in which sales managers were held back by the proliferation of different, disconnected applications. Sales enablement platforms like *AuctusIQ*'s serve as digital work hubs to meet this need of a more unified solution to act as a digital sales suite for sales professionals, akin to an 'office for sales.'

Co-founders Troy Kanter and Courtney McCashland created *AuctusIQ* to help businesses turn their salesforce into a competitive asset. Both Kanter and McCashland have more than 20 years of experience in running their own companies and have seen first-hand that intelligent, well coached sales teams can increase revenue and win rates as well as improving forecasting accuracy.

"CEOs and heads of sales trust *AuctusIQ* because we've been in their shoes and have seen the difference a well-trained, highly talented sales force can do to drive revenue," said Kanter, CEO of *AuctusIQ*. "We believe that our inclusion in the Hot Vendor report by Aragon Research confirms what we have proved time and time again – that our platform works."

The *AuctusIQ* System uses Artificial Intelligence to uncover unique talents of each seller so they can focus their time on what drives results. Personalized sales coaching feedback is facilitated through the platform daily, weekly, and quarterly and directly tied to every deal in a company's CRM to accelerate growth.

"The *AuctusIQ* platform is effective in that it provides a feedback loop that connects talent to sales activities to coaching," said Co-founder McCashland, who serves as Chief Officer of Science and Strategy at *AuctusIQ*.

Visit the *AuctusIQ* [website](#) to request a demo of *AuctusIQ*'s platform today.

## **About AuctusIQ**

**AuctusIQ** is designed to help sales forces of any size become more intelligent by utilizing data, and science to shape selling into a business process that results in company growth. Founded by Troy Kanter and Dr. Courtney McCashland, **AuctusIQ** offers sales forces three solutions: Deal Forecasting, Talent Readiness and Leadership Coaching all on one tech platform and augmented by consulting services. To learn more about **AuctusIQ**, visit [www.auctusiq.com](http://www.auctusiq.com).

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