

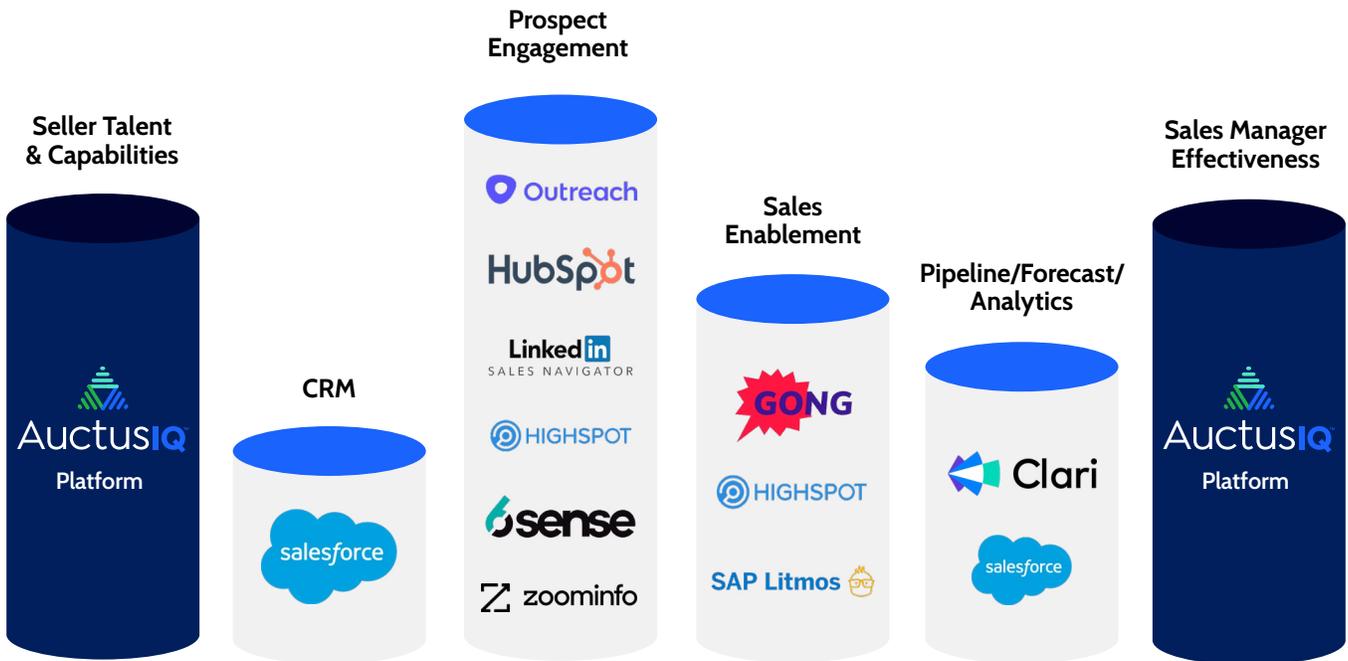
Where's the Talent in Your Sales Tech Stack?

*Modern selling processes and methods
that are missing from most B2B selling
organizations.*



AuctusIQ

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WHAT'S IN YOUR TECH STACK?

Visit any sales conference and you'll hear people comparing notes about what's in their "tech stacks."

At last count, there are nearly 2,000 single-point solutions on the market to manage some aspect of selling – CRM, automation, AI, deal analytics, you name it. But have you ever considered what's not in your tech stack? Because for roughly 98% of all enterprise sales organizations, the answer is the same: Talent.

When I talk to CEOs and CROs about the future of their sales, probably 90% of their angst comes down to talent:

- "We don't have the right people or enough of the right people"
- "The Great Resignation is killing me"
- "We can't get enough applicant flow"
- "Our win rates are dropping"
- "I'm not sure my people have the right skills anymore"

Problems like these – not the incremental efficiencies of a bunch of new point solutions – are the defining issues of selling effectiveness today. Tech is great, but Talent is your foundation. So, why can't we take all these powerful new methods and use them to get better at Talent?

Actually, we can. In fact, AuctusIQ already has.

At its core, a salesforce is simply a collection of human beings. Your number one issue is ensuring that your human beings are better than your competition. Our research today about how to hire, develop, and coach salespeople is order-of-magnitude better than just a few years ago. AuctusIQ combines that with robust data capture, analysis, and process in a single, end-to-end platform that makes you smarter about your two most important groups – salespeople, and sales managers.



PART I: SALESPEOPLE

Hiring and developing great salespeople is all about understanding what makes them tick and recognizing what they have or have not been taught. With AuctusIQ, I can understand the moment-in-time capabilities of every single one of my sellers at the individual, team, BU, and enterprise level. I know their natural attributes and their business acumen. I can benchmark their strengths against my peers and competitors, or against what is considered world-class.

When I can measure and monitor all of this, I know how to make them better. I now have the power to help them hit more quarters, but whether they're hitting them or not, I can validate that they are bigger, faster, and stronger on day 91 than they were on day one.

PART II: THE SALES MANAGERS

No one is more important to the success of a selling organization than the sales manager, yet this is one of the least invested-in job families in the corporate world.

Most sales managers are not natural GMs. They get plugged into this role because they're battle-tested and because they have unique gifts in interacting and persuading other people. This can be invaluable when developing individual salespeople, but you've got to teach them how to use it. The number one skill that most sales managers are missing – and it's highly teachable – is how to give deep deal coaching.

AuctusIQ provides the knowledge and tools to give meaningful feedback in real-time. And when you apply great deal coaching to a well-chosen team of sellers, it's amazing what happens:

- Rep growth and productivity accelerate dramatically with real-time deal coaching
- Cycle times shrink as your reps learn to find the next best move to make
- Margins increase because you're not just getting the deal done, you're getting it done at the target price point
- Your forecasting improves because you know how to clean up the funnel
- Sales operations flow smoothly

And one more thing: When you solve for talent first and combine the right sellers and leaders with a plan that you know is working, all those other tools in your tech stack will give you more return on invested capital than ever!

Want to hear Troy talk about putting talent in your tech stack? [Listen to our corresponding podcast episode here.](#)

To learn more about what the AuctusIQ Talent Solution can do for you, [set up a meeting here.](#)



ABOUT AUCTUSIQ

Our name is derived from a Latin word, Auctus, meaning “growth”, paired with high-growth, predictive analytics that aim to improve the “intelligence” (IQ) of 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 bring what we’ve learned and to come alongside CEOs and CSOs like you, to provide you data, insights, and a business process to improve your sales force’s effectiveness.



TROY KANTER

Co-Founder & CEO
of AuctusIQ

CEO of Auctus/Q Troy’s first growth story was Kenexa (NYSE: KNXA). He was co-founder of one of the platform companies and served as President/COO where Kenexa went from start-up to IPO to over a 30% seven-year CAGR resulting in a \$1.48 acquisition by IBM.

Troy Kanter has held numerous executive seats across global organizations and led some of the most effective sales organizations. He has led businesses through multiple rounds of funding and global expansion, and through his leadership has perfected the art of selling to drive revenue quickly and efficiently. His practices and strategies are the foundation of the AuctusIQ solution — empowering businesses to leverage their largest asset, their salesforce, to grow their business quarter-after-quarter.



DR. COURTNEY MCCASHLAND

Chief of Science & Strategy & Co-Founder
of AuctusIQ

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.

Dr. Courtney McCashland has served in executive roles leading the science & growth strategies of global financial, technical, research, talent assessment, HCM, and strengths development organizations. Through hundreds of performance-based studies, Dr. McCashland’s research has validated predictive salesforce assessments and analytics that power the AuctusIQ platform. Dr. McCashland brings academic and applied insight into how the talents, experience, knowledge, and skills of the salesforce can be measured and managed to shorten the sales cycle and increase sales production.

Sales Excellence as a Service



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