Better Salespeople.
Faster.

Qstream®

PERPETOS
Corporate Performance

You Hired Them. We Help Make Them Better.

Your CRM system never closed a deal. Your salespeople do. So why are they missing from your sales enablement strategy?

The job of a B2B salesperson is tougher than ever. Escalating buyer demands, longer more complex sales cycles, and increasing competition are just the tip of the iceberg. For sales managers, the list gets even longer.

It's this reality that has catalyzed increasing enterprise investments in sales enablement. In fact, according to CSO Insights' latest research, 59% of organizations surveyed reported that they now have a dedicated sales enablement function up and running in their company, while another 8.5% plan to do so in the next 12 months.

To support these investments, an explosion of new sales tools and technologies has also entered the market. The only problem? They're missing perhaps the most important component of your sales enablement strategy: your people.

Quite simply, Qstream is focused on making salespeople great at what they do, in just minutes a day, by combining performance insights, coaching support, and knowledge and skills reinforcement in one convenient mobile app. Our clinically proven, data-driven approach helps sales leaders align team capabilities to their unique sales process, KPIs, and customer path to purchase, while identifying gaps that can put performance and development goals at risk.

Every salesperson is unique. Their development plan should be too.

Each salesperson will bring to their role a unique perspective, learning style, base of experience, and skill set. Yet diagnosing the unique capabilities of your reps in a quantifiable way has been almost impossible — until now.

Unlike performance or productivity metrics that can only give you a "rear view" snapshot of your team, Qstream's data insights, based on your reps' unique responses to Qstream challenges, can now tell you that Maria is a great early stage qualifier but needs help closing, while Tom needs help successfully positioning your solution against the competition. The result? A personalized, prescriptive coaching and development plan that sales leadership, as well as sales enablement, learning and development, and training professionals can act on today – not at the end of the quarter when it might be too late.

The Radically New Way to Boost Sales Force Success In Minutes

Despite big investments in sales enablement, nearly one-third of B2B sales and service reps still lack the critical skills and information they need to win with today's informed buyers.

Qstream fixes that.

Qstream guarantees that your reps are ready for the value-added business interactions that drive growth, and keep pace with company, market, and regulatory change – all in just minutes a day.

Ready to Win

Reps stay sharp by responding to a series of scenario-based Q&A challenges, or Qstreams, pushed to their mobile device every few days. Users instantly see whether their answer choices are correct – and why – strengthening skills and knowledge of products, competitive responses and sales processes without disrupting valuable selling time.

A combination of game, reputation and social mechanics ensure strong user engagement, while Qstream's sophisticated analytics engine instantly synthesizes data

points from aggregate responses to deliver predictive, real-time insights to sales management, including targeted coaching opportunities.

Clinically Proven

Studies show that reps – even those with extensive market and product training – will forget up to 79% of new information within weeks. Developed at Harvard, Qstream's unique interval reinforcement methodology overcomes this "forgetting curve," and is scientifically proven in more than 20 randomized clinical trials to boost knowledge retention, the application of skills on the job, and facilitate bahavior change.

Sales Proficiency Drives Performance

Qstream proficiency data is helping sales and training leaders connect enablement investments to business outcomes, while driving results for their most critical business KPIs.

100% Higher Average Selling Price (ASP)

2x Increase in "First Meeting" Prospects That Take a Second Meeting

200% Increase in New Opportunities Created

30% Increase in Pipeline Value

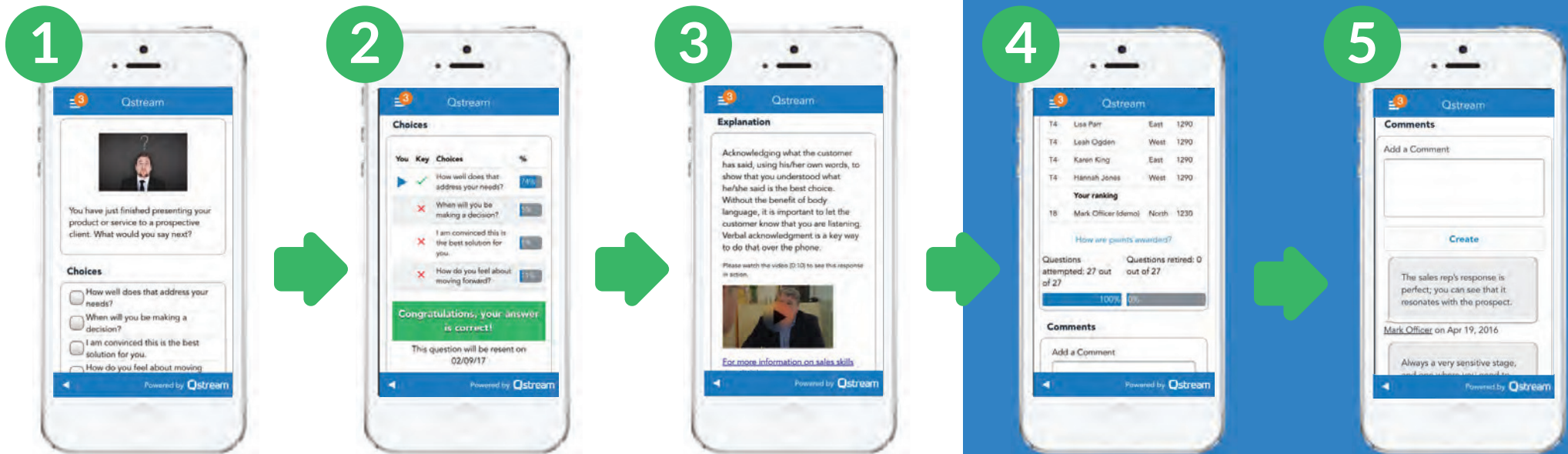20%+ increase in sales and product message fluency

Based on actual Qstream customer results.

Reps love Qstream . . .

Qstream engages users in fun, scenario-based challenges to improve selling skills, reinforce product knowledge and sharpen their competitive edge.

Fast - Easy to use in just minutes a day

1

00:05 seconds

Challenge
Push notifications alert reps to short scenario-based Q&A challenges that synch across devices and platforms.

2

00:15 seconds

Result
Upon submitting an answer choice, reps instantly see the best response and how well they did relative to others on the team.

3

00:35 seconds

Explanation
Brief explanations offer links, graphics, videos and other rich media to ensure understanding and enhance learning.

4

00:45 seconds

Leaderboard
Based on responses, reps compete for top scores on leaderboards with up-to-the-minute rankings that keep them engaged.

5

00:50 seconds

Collaboration
Optional social features include comment tools for sharing individual insights and best practices privately or with the team.

"It's addictive. I am on vacation and still answering!" *- Pharma sales rep*

...Managers depend on it.

Qstream keeps a pulse on your sales organization, capturing dynamic data on the capabilities of every rep, every day.
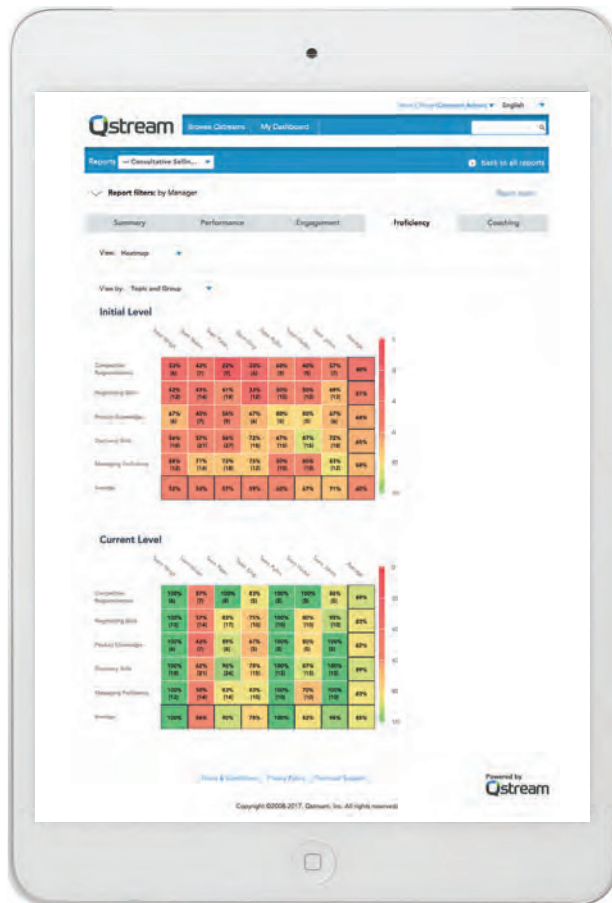
Multi-Dimensional Insights

Qstream's flexible tagging system can be used to assess sales force capabilities in unlimited ways. Use Qstream to compare results over time, across teams and regions, continuously monitoring metrics such as engagement and proficiency by topic, tenure, training and more to identify team strengths. Or blend data from other systems, such as Salesforce.com, to correlate results with quota performance.

Manager Dashboards

Qstream addresses what sales reps – and their managers – need to know. Analyzing response data in real-time, Qstream's onboard analytics engine provides sales managers with performance dashboards and weekly email status reports, including recommended coaching actions. By giving managers ongoing insights into team strengths, Qstream helps proactively, consistently and predictably identify gaps before they can negatively impact revenue performance.

"Using Qstream to embed the new messaging techniques, our reps have increased their fluency around key technical issues and overall messaging about Snow Software's benefits, enabling them to double the number of 'first meeting' prospects that take a second meeting."

- Clark Green, Senior Director, Global Partner & Sales Enablement, Snow Software

Data-Driven - Real-time reporting and analytics
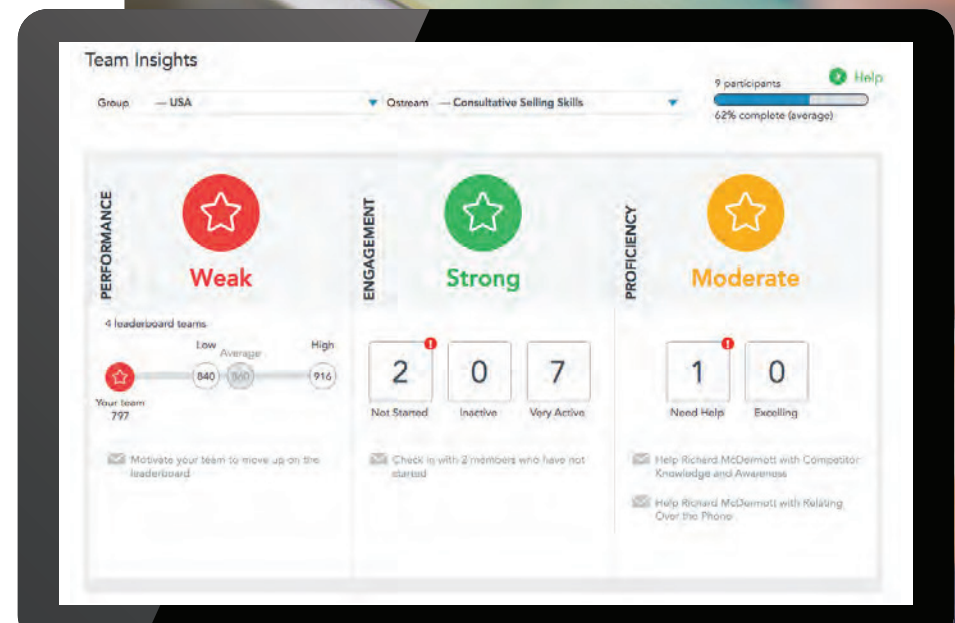
Built for the enterprise

Qstream delivers all of the security, reliability and scale that IT demands.

Easy to Deploy

Available in 18 languages, Qstream makes global deployments a snap. A highly secure, multi-tenant SaaS infrastructure scales for the largest sales organization or enterprise—with no software to install.

Reliable and Secure

Multiple redundancies and continuous monitoring ensure ultimate reliability and scale during peak usage times. Extensive user-and role-based security protects the integrity of your valuable user data, analytics and content.

Enterprise Integration

Support for single sign-on (SSO) technologies, including Okta®, Salesforce.com® and LDAP centralizes Qstream access control within common IT security policies, and eliminates the need for additional login credentials. Qstream APIs let you integrate functions and data with third-party LMS, HRIS and CRM systems.

Adaptive Delivery Engine

Our patent-pending algorithm personalizes question delivery to optimize knowledge retention and user engagement based on business objectives, user performance and Qstream setup.

Intuitive Built-in Authoring Tools

Simple browser-based authoring tools let subject matter experts quickly assemble Qstream questions, answers and explanations, and preview content prior to launch.

Rich Media Support

Challenge questions and explanations can be text only or include rich media such as high-quality images, video, podcasts and PDFs. Images are automatically scaled for delivery on different devices. No plug-ins required.

Flexible Controls

Admins have complete control over privacy settings, audience restrictions, comment publishing, content review processes, question delivery frequency, scheduling, completion requirements and instructions.

Your Qstream, Your Brand

Quickly customize the look and feel of your Qstreams, adding logos and messages to your home page, site and notifications.

One Platform, Many Uses

Qstream provides an always-on channel for continuous sales enablement, and can help address a wide range of development needs while tracking team capabilities against any business KPI.

- Message alignment
- Product launch
- Sales kick-offs
- Sales methodology/process introduction
- Sales onboarding
- Channel enablement
- Customer/field service
- Competitive threat management
- Compliance

Get Results Fast

Qstream Benefits

For Sales & Service Reps

- Easy to access any time, anywhere via browser or mobile device
- Fast and effective, requiring only minutes a day
- Keeps core knowledge and sales skills sharp
- Game mechanics make Qstream fun and engaging

For Sales Leaders

- Supports continuous sales enablement without distracting from valuable selling time
- Delivers actionable, real-time insights into the capabilities of any team
- Provides actionable recommendations on who, what, and where to coach, supported by easy-to-use templates and communication tools
- Minimizes pipeline and forecast risk

For Training, Enablement & Learning Professionals

- Identifies individual strengths and weaknesses to enable personal learning and coaching paths
- Maximizes ROI of sales enablement and training investments
- Benchmark against top performers
- Align team capabilities with identified skills and competencies

Qstream.

PERPETOS
Corporate Performance