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## FREQUENTLY ASKED QUESTIONS

### 1 What is Ascender® by Force Management?

Ascender is Force Management's online Sales Acceleration platform that provides short-form content, a self-paced curriculum, and a community engagement interface. We created this platform because we saw a need to enable reps digitally with not just learning curriculum, but also with podcasts, videos, and articles that can be easily consumed. We also saw the need to align live events and learning opportunities with a robust community to further reinforce selling best practices.

Ascender launched Fall of 2022 as a separate offering from our B2B practice, and as a way for us to bring our selling best practices to individuals and small teams. The platform also offers subscribers access to live events with Force Management experts. Now, we are expanding the platform so we can deliver customized curriculum paths and assets that support our Command Series engagements, as well as our other B2B initiatives and programs via Ascender Plus. Subscribers will also have access to our Elite Selling™ Curriculum, a course catalog that covers the fundamental skills aligned to the success profile of an elite seller.

### 2 How is the Ascender® Platform different from Force Management's core offerings and the Command Center®?

Ascender provides more value and further opportunities for our customers to drive sales behavior change within their organizations.

The Command Center's primary focus is to support and supplement our client engagements with an online curriculum. Those courses and assets are now being migrated to Ascender. Ascender Plus subscribers will also receive additional benefits that were previously unavailable including:

- Regularly posted Podcasts, Videos and Articles aimed at reinforcing sales best practices.
- Live events with Force Management Experts.
- Community forums that provide the opportunity for reps/managers to ask questions about sales execution challenges.

### 3 What's the synergy between The Command Center® and Ascender®?

The Command Center has been the foundational platform for our tech-enabled services since 2017. Ascender launched in 2022 to enable individuals and small teams who were not a good fit for our Core Command Center offerings. Soon, Ascender will power all of Force Management's offerings, including the online curriculum that supports the Command Series. Until the curriculum migration is in place, all Command Center customers will receive complimentary access to Ascender's community and content interfaces. They will still access Command Center for the courses to support their instructor-led trainings and engagement milestones. Customers can choose to migrate at a time when it's most valuable for them. As this roadmap is delivered, we will provide a smooth migration plan for our users using Command Center so that their learning journey is uninterrupted while they access the benefits of the broader Ascender platform. New customers will use Ascender starting in Q1 2024.

## 4 Is Command of the Message® on Ascender®?

Command of the Message or any of Force's core offerings are not delivered solely through an online subscription. While Ascender has content that supports sales development and sales skills that are part of great value-based selling, it is not a replacement for our core B2B offerings.

When considering Command of the Message, its power lies in the cross-functional alignment it drives around the Value Framework, which then enables the sales teams. This process drives organizational outcomes. Ascender is focused on driving individual results. Think of it as a springboard to help you build your individual sales muscle. It doesn't provide the company playbook. It's the same with our other offerings (e.g., Command of the Sale, Command of the Plan, Command of the Talent, Value Negotiation).

Customers who purchase CoM receive access to Ascender's content, community and live events to their teams as part of the Plus subscription that comes with their engagements. The platform accelerates adoption by giving your reps, managers and executives 24-7 access to content, tools and resources that support your engagement.

## 5 Is there duplication between our Force engagements and Ascender® access?

Think of Ascender as an additive to your current engagement. We provide short-form content that reinforces selling best practices, as well as a community where reps can ask questions and engage regularly with Force Management experts. Your instructor-led sessions will be supplemented with online training that help drive the necessary sales behaviors that ensure a return on your investment. We also host live events to help reinforce key concepts.

## 6 I can also subscribe to Ascender® online. What's the difference between that version and what you offer for Force clients?

Ascender Plus is the plan that is exclusive to Force Management engagement clients. While your teams have access to the daily content and community accessible to our online subscribers, they also have customized curriculum paths tailored to your Force engagement. We also provide manager dashboards and reporting to Plus subscribers, as well as private community discussions if desired. In addition, job search content is hidden from Plus subscribers.

## 7 Is the content feed created by Force Management or can anyone post?

All the content is managed by Force Management's content team. We do take guest posts occasionally, but these posts are overseen by our content team to ensure they align with our point-of-view and selling approach. Subscribers can post questions or links to other content in the community discussions.

## 8 Why can't I just use my company's LMS?

Ascender isn't an LMS. Think of it as Force Management On-Demand. The platform encompasses all of Force Management's engagement materials, as well as a content feed and community interface – all focused on best practices. For example, our sales experts can't go to each customer's LMS and weigh in on sales rep questions. Ascender Plus provides that one place for sales performance accelerations.

[Visit the Ascender Platform](#)