# Ideas for Using Brainshark in the Channel

Now that you have Brainshark, you may be eager to get started creating and sharing content with your Partners. You may already have content or you may need to create it; this document will review ideas for using Brainshark in the Channel. Remember: in addition to creating and sharing content with your Channel Partners, you can also create and share Brainshark video presentations with your customers and employees.

**Brainshark**

*Key Features*

- Consistent messaging
- Cost savings
- Personalized communications
- Easily modify content
- Gauge viewer interest

*Uses*

- Onboarding and Training
- General Communications
- Sales Enablement
- Partner marketing
- Demand Generation

**Ideas for Using Brainshark**

*With Channel Account Managers*

Get your Channel Account Managers up to speed quickly when they have time to learn. Give them job aids on the attachments tab of the presentation so they have the tools they need to be successful right at their fingertips. Provide them with content they can share with their Partners.

- Tips to help Channel Account Managers with what keeps them up at night
- Keep them updated with real time messaging/attachments
- Send them an e-book on a whitepaper that has lost traction
- Help them prepare their Partners



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*With Partners and Employees*

Brainshark is also the perfect vehicle to onboard new Partners and Employees, train them on product and program updates and enable them to sell more effectively. Brainshark is a great alternative to a conference call or virtual live meeting: no schedule coordination and you know partners are viewing when it is convenient for them. Content is created once, updated as needed, and shared infinitely, ensuring a consistent message and saving time and money.

- Provide tools for prospecting, conducting meetings and follow-up
- Know which Partners are better prepared to communicate your value proposition
- Partners can further customize the message
- Can Share with Viewers outside the Channel
- Ease onboarding process for new employees
- Train employees on product updates
- Reduce scheduling challenges
- Access to materials anytime
- Increased retention
- Available for reference 24/7
- Timely view notification
- Detailed reporting to target follow-up

**Related Resources**

Brainshark offers additional resources on the *Channels* page of the *Help & Training* website.



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