



12

WAYS TO USE BRAINSHARK
FOR SALES READINESS

BRAINSHARK



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Introduction

Is sales readiness a priority for you? If your organization cares about things like faster onboarding, message consistency, knowledge sharing and coaching, then you care about readiness.

Sales readiness – a core component of sales enablement – involves all strategic activities designed to prepare teams with the knowledge and skills to make the most of every buyer interaction, whether it's via email, phone, video conference, or face-to-face. It's not just about salespeople,

either. **All client-facing employees require readiness**, including customer success managers, sales engineers and support team members.

And Brainshark can help.

If you haven't heard, Brainshark has evolved over the years into a

comprehensive solution for sales enablement and readiness. (It's not just about voice-over PowerPoint anymore!) This eBook covers just a dozen of the impactful ways companies use Brainshark to power readiness.

1. New Hire Onboarding

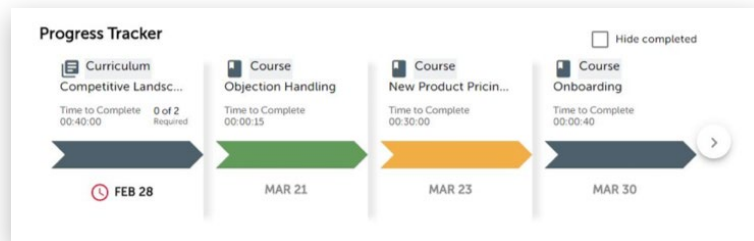
Two things are typically true about onboarding for most organizations: it could always be better, and it could certainly always be faster.

In sales, there's constant pressure to get new hires ramped and productive as quickly as possible. Often, this need for speed pushes reps into the field before they're ready, causing too much of the real training to take place on the job.

While "trial and error" is an inevitable part of sales, the onboarding process should mitigate as much of that "error" as possible *before* a new team member is exposed to a customer.

The Brainshark Advantage

Brainshark is built to improve the onboarding process. It's easy to scale your program by creating engaging eLearning courses and distributing them to new reps, who can access them from any device as they ramp.



With Brainshark's **Progress Tracker**, reps can view their own training progress, while managers can use dashboards to track the status of individuals and teams across all learning activities. In addition to interactive quizzes, video coaching assessments can be assigned to ensure reps can demonstrate mastery of core concepts before they go out and do it for real.



Colonial Life

With Brainshark, Colonial Life revamped its sales onboarding for 10,000 reps from an inefficient phone-based process, to one where engaging, rich-media training courses are sent via email.

Results: 350 new pieces of content and a four-fold increase in content consumption.

2. Elevator Pitch Assessment

For most companies, the elevator pitch is really about answering a single question: “What does your company do?” It seems simple enough, but ask yourself – if you posed the question to 20 of your salespeople right now, what would they say?

Chances are, the responses will vary quite a bit. Ideally, you should have a way to ensure every rep understands your pitch and is delivering it consistently. After all, if each seller isn’t prepared to describe the basic value of your company in a consistent way, who knows what else they are saying to customers?

The Brainshark Advantage

With Brainshark, you can quickly assign a **video coaching activity** to all (or a select group) of salespeople asking them to deliver their best 30-second company pitch. Each rep can record a response via video to submit for assessment.

You have the option to have Brainshark’s **Machine Analysis** engine auto-score each video based on pre-set parameters (*Are they covering the right topics? Are they speaking for too long?*). Of course, you can also manually review each video and rate and provide feedback. Not only will this help ensure each team member is prepared to give a consistent pitch, but it will provide a quick window into who isn’t quite ready to deliver your message.



“[We] used Brainshark coaching to have each rep record their pitch based upon their role. **We could quickly see which reps were able to deliver the pitch, who followed the criteria for consistency and who is field-ready.**”

Liz Pulice,
VP of Global Sales Enablement,
Turbonomic

The screenshot displays the Brainshark software interface for a video analysis. At the top, there's a navigation bar with icons for Home, My Content, Favorites, Learning, Coaching, Reporting, and My Team. The main content area is titled 'Product Pitch' and shows 'Activity Feedback' and 'Analysis Results' tabs. A 'Machine Score' of 70.0% is displayed in the top right. Below the score, there's a 'SELECT PARTICIPANT' dropdown menu with 'Chris Jorjes' selected. The video player shows a man speaking, with a progress bar at 0:39 / 0:45. Below the video player, there are four circular gauges for analysis metrics: Grade Level (College), Filler Words (0%), Duration (00:42), and Rate of Speech (161 wpm). To the right of the video player, there's a 'Show Edits' toggle and a search bar. Below the search bar, there's a text analysis section with a search bar and a list of text segments. The segments are color-coded: green for 'Correct' and pink for 'Incorrect'. The text segments include: 'People choose furniture first because of our extensive inventory professional installation and attention to detail you'll choose us if you need the operational flexibility to meet the changing requirements of Europe all the work for years why', 'First we know it's about much more than the furniture our professional teams design deliver and install your furnishings to your specifications on your timeline ready to go', 'We also know that financial flexibility is a big reason why many to surround', 'Whether it's a one month or two year time frame we offer the rental terms that you need', and 'Next our local service teams enable us to deliver in as little as forty eight hours'.

3. Product Launch Preparation

At most companies, the reps are (naturally) selling a product. The problem is that the product is always changing – good for staying competitive in the market, but a challenge for readiness.

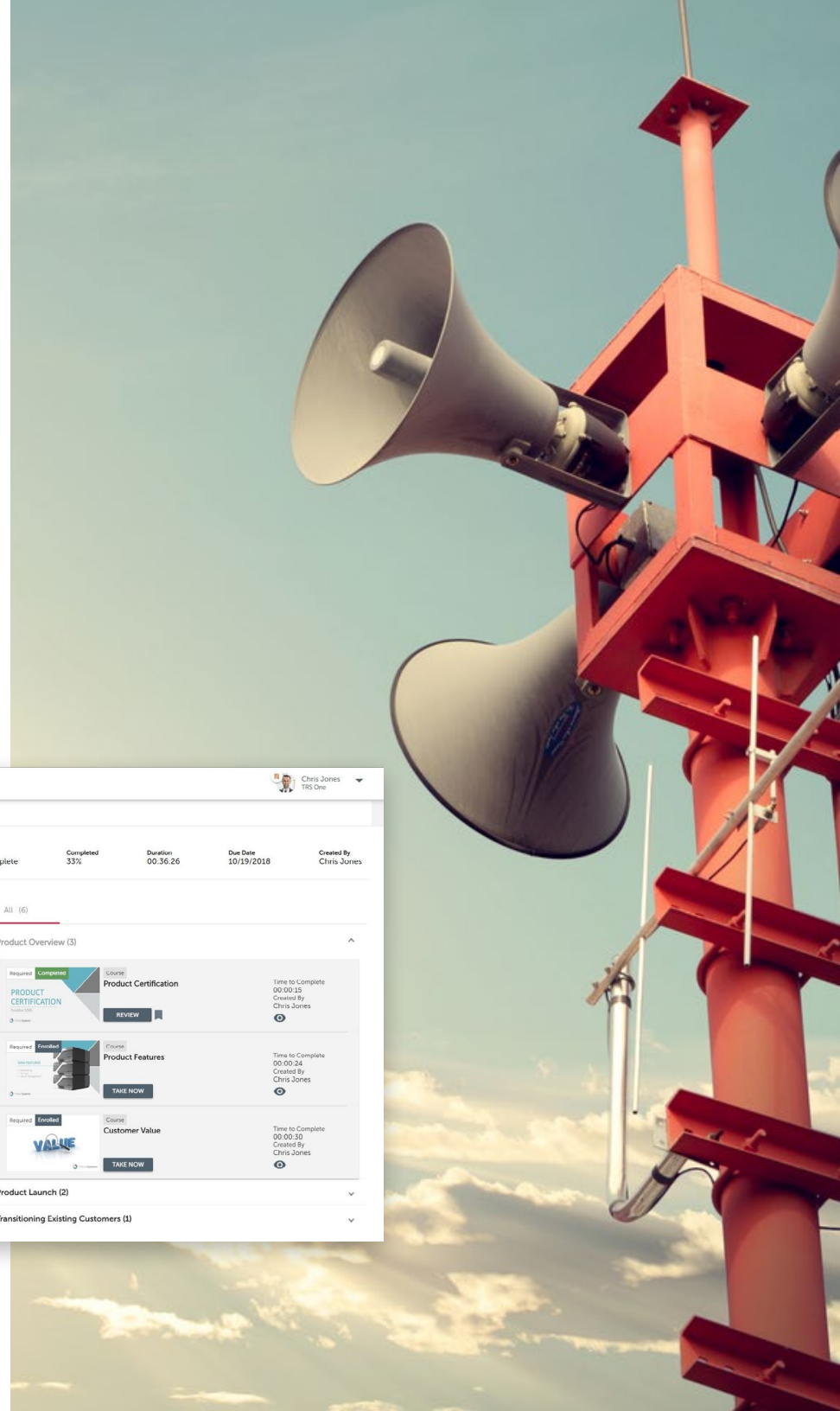
Whether it's a minor product enhancement or a major release, reps need to be prepared to address questions and relay new messaging to buyers. That means both salespeople and managers may need to consume a boatload of new training content on the fly, without losing valuable selling time.

The Brainshark Advantage

With Brainshark's **content authoring**, anyone can quickly create video-based content about a new product update or feature. You can upload slides to narrate, record your screen for a short product demo, or both. That content can be delivered as a formal product training course or simply uploaded to Brainshark's content portal for 'just-in-time' access.

And of course, targeted video coaching activities can be assigned to ensure everyone has mastered the new value props and positioning after they've reviewed the material.

The screenshot displays the Brainshark user interface. At the top, there is a navigation bar with icons for Home, My Content, Favorites, Learning, Coaching, Reporting, and My Team. The user's name, Chris Jones, is visible in the top right corner. Below the navigation bar, there is a 'BACK TO CATALOG' link. The main content area shows a course titled 'Curriculum Product Certification' with an 'Edit' button. The course status is 'Incomplete' with 33% completion. The duration is 00:36:26 and the due date is 10/19/2018. The course is created by Chris Jones. Below the course information, there is a 'Product Overview' section with a list of items. The first item is 'PRODUCT CERTIFICATION' with a 'REVIEW' button. The second item is 'Product Features' with a 'TAKE NOW' button. The third item is 'Customer Value' with a 'TAKE NOW' button. The overview also shows a 'Product Launch' section with two items and a 'Transitioning Existing Customers' section with one item.



4. Peer Learning & Knowledge Sharing

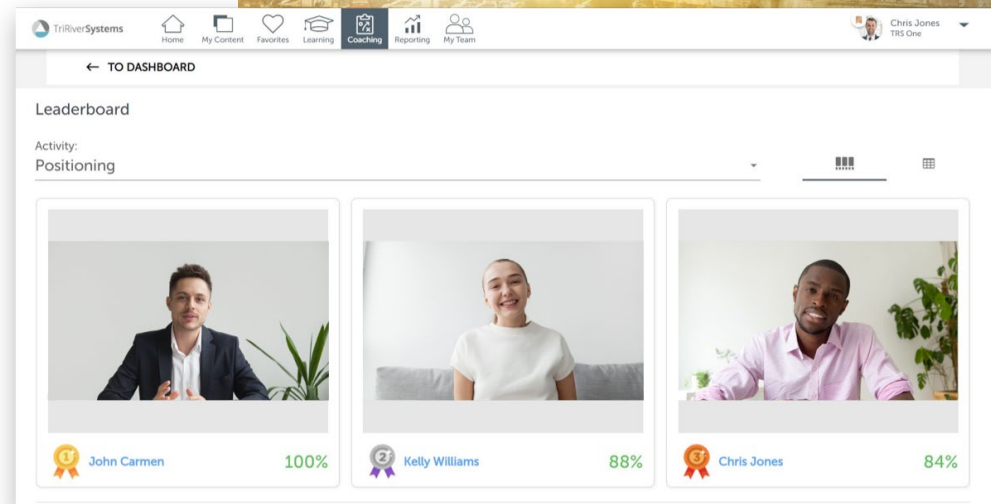
Julius Caesar said, “Experience is the best teacher... especially when it comes to learning from other salespeople at your company.” (OK, we may have made the last part up, but it’s still a good point!)

In sales, institutional knowledge is like gold. It’s no secret that reps look to their colleagues to share tips and advice. A readiness strategy should help facilitate this by capturing that peer knowledge and making it accessible. This is especially important to do before an experienced rep leaves the company, and all that valuable information is gone for good.

The Brainshark Advantage

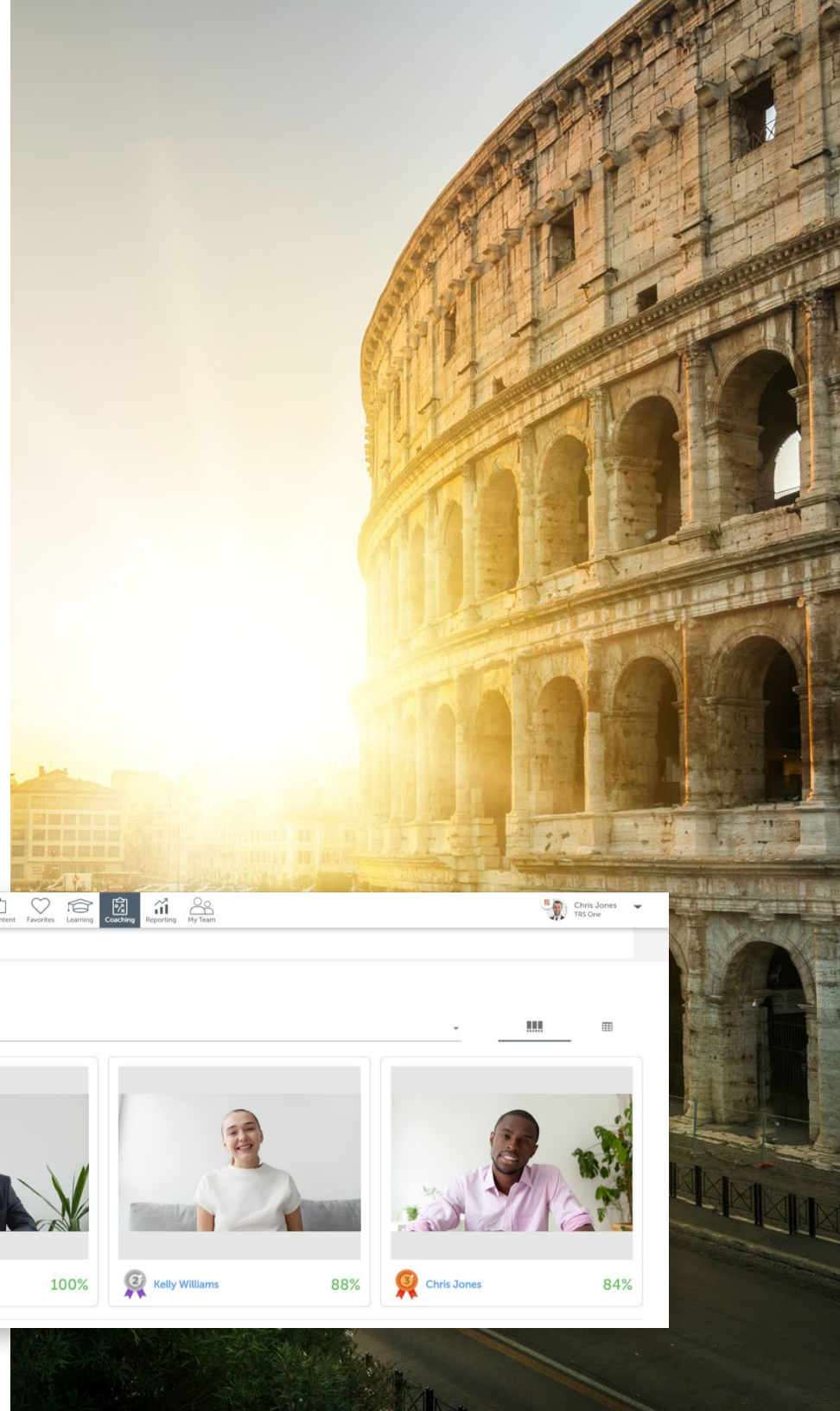
Brainshark helps drive **peer learning** in a few different ways. Team-wide video coaching activities can be issued on a common topic (*ex: How would you handle this customer objection?*). Submissions can be reviewed for quality and key points, and the best ones can be saved and shared across the organization as examples of ‘what good looks like.’ These videos can even be incorporated into formal onboarding courses for new hires to review or added to the leaderboard.

Sellers can also proactively record videos of themselves (“Here’s how I won this recent deal”) to share via the Brainshark content portal. Peer learning videos can be managed and tagged within Brainshark so they’re easy to find by others in the moment of need.



The screenshot displays the Brainshark application interface. At the top, there is a navigation bar with icons for Home, My Content, Favorites, Learning, Coaching, Reporting, and My Team. The user's name, Chris Jones, and TRS One are visible in the top right corner. Below the navigation bar, there is a "TO DASHBOARD" link. The main content area is titled "Leaderboard" and shows a list of video submissions. The activity is "Positioning". The leaderboard lists three users with their video thumbnails and scores:

User	Score
John Carmen	100%
Kelly Williams	88%
Chris Jones	84%



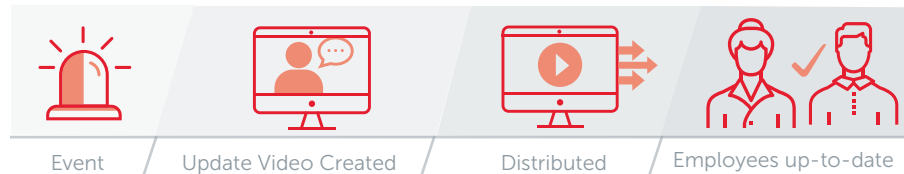
5. Rapid Reaction to Competitive News

Imagine waking up to find out two key competitors just announced a merger. Instantly you have questions – and so will your buyers. Preparing every customer-facing employee to respond to those questions consistently can be tricky when the news is unexpected and the clock is ticking.

When these types of developments hit (mergers, acquisitions, even major competitive product launches), it's important to react quickly with informative content and communications before your reps' next buyer interaction.

The Brainshark Advantage

With Brainshark, you can build a **rapid response framework** for this type of breaking news that helps keep everyone on the same page. The CEO or other senior leaders can quickly narrate a video presentation explaining what the news means for the company and how it should be positioned when speaking to customers. That content can instantly be disseminated to reps in the field and sales managers who will need to reinforce the messaging.



Teams can also use video practice, coaching and assessments to quickly ensure reps are on-message and ready to address the new developments with buyers as soon as possible.



6. New Sales Methodology Rollout

When a company brings in a new head of sales or goes through some sort of transformation, it's not unusual for a new selling methodology to come along with it. That usually means reps will need to alter their approach to dealing with buyers and their activities throughout the sales process. Preparing a sales force for this type of change is no easy task.

A company that pivots to solution selling, for example, would need its team to focus more on customer problem resolution, rather than product promotion. This could require sellers to develop new skills and habits to be successful, which may contrast significantly with what they're used to.

The Brainshark Advantage

Brainshark makes preparing for a **new sales methodology** easier and more scalable. After you've determined the competencies required by the new methodology, you can easily administer initial training courses, provide just-in-time learning reinforcement, share peer knowledge and highlight early success stories.

Video coaching can also help sales teams assess (instead of guess) whether reps have developed the skills needed to execute the new methodology. For example, by recording a new pitch on video, reps can receive feedback from managers to hone their message ahead of time rather than practicing live in front of buyers.



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7. Channel Sales Communication & Training


Channel sales teams come with their own unique set of readiness challenges. Seeing as they're working for a third-party with multiple other clients to serve, equipping partner reps to be true champions for *your* company's products comes with its share of hurdles.

Most channel reps, distributors and resellers will admit that they're strapped for time and resources, and if they think your training methods are clunky or ineffective, they may end up selling more for their other partners instead. Companies that provide an engaging learning experience with easy access to sales resources are positioned to win in the channel.

The Brainshark Advantage

Brainshark makes it easier to stand out from the crowd with your own memorable, interactive video content. Sellers can access these presentations and all the other resources they need via their own Brainshark partner portal. Brainshark content and training can also be integrated for easy access via Salesforce Communities.

Of course, the other critical piece of channel readiness is tracking whether reps are actually viewing the material you provide. With Brainshark reporting and analytics, you can validate that channel partners have met learning requirements and monitor audience activity to see which partners are most engaged with your messages.



"We've seen [Brainshark] as a critical component as we reach out to our thousands of channel partners, so we can get one clear, consistent message out to them."

Don Cooper,
Vice President,
PTC

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8. Sales Manager Coaching

From hectic schedules to a simple lack of skills, there are a lot of factors that can prevent sales managers from coaching effectively – or at all. And study after study reports that most sales organizations don't coach as much as they should.

On the other hand, the teams that *do* coach tend to get significant results. CSO Insights reports that companies that invest in formal, dynamic sales coaching processes see a considerable increase in quota attainment, while improving win rates by more than 27%.

The Brainshark Advantage

Brainshark's **video coaching solution** helps simplify and streamline the coaching process for managers. They can send out virtual coaching activities to their entire teams (including remote and geographically dispersed reps), and provide feedback on areas like product pitches, objection handling, trap-setting questions, voicemails for prospect outreach, and so on.

And once again, Brainshark's AI-powered **Machine Analysis** can ease the process even further. If a manager sends out an activity to a large group of salespeople, Brainshark can automatically score every video submission based on pre-set parameters, such as topic coverage (or avoidance), speaking rate and use of filler words. These auto-scores can also help managers prioritize coaching and feedback by identifying which reps need the most help.



The screenshot displays the Brainshark coaching interface. At the top, there is a navigation bar with icons for Home, My Content, Favorites, Learning, Coaching, and Reporting. Below this is a header for "Product Certification" with a "SELECT PARTICIPANT" button and a dropdown menu showing "Version 1" and "Carlos Martin". To the right, it indicates "Completed: 5 / 5" and an "Overall Score 92%".

The main content area shows a video player with a play button. Below the video are two feedback sections:

- Accuracy:** 5 stars (★★★★★). Feedback: "Carlos, great job providing accurate information on our product launch."
- Certainty:** 4 stars (★★★★☆). Feedback: "You seemed uncertain about pricing for their territory. Please review the training material for more details."

At the bottom, there are buttons for "INSTRUCTIONS" and "REVIEW NEXT".

9. Targeting New Buyers & Markets

Chasing new markets and buyers is a popular route towards growth - but it's only effective if your sales force is prepared to execute the strategy. Can they have meaningful conversations with people they haven't had to engage with before? Do they understand the pain points and conditions affecting these new audiences? Has your product offering changed, and can they speak to it with confidence?

Put simply, selling to new buyers often requires reps to navigate unfamiliar terrain. In some ways, they need to be onboarded all over again. Industry challenges, competitive drivers, and even cultural tendencies can all vary depending on the segment you're targeting. These days, it's typically up to the enablement team to deliver that learning and preparation in a short amount of time.

The Brainshark Advantage

With Brainshark, you can create a whole curriculum of courses designed to educate sellers on all aspects of your **new market segment and personas**. Courses can include narrated PowerPoints, screen or webcam videos, PDF attachments, interactive quizzes, coaching assessments and more.

Reps can earn badges as they complete critical parts of the curriculum, as well as certifications upon passing the final course. Visual dashboards make it simple to view training progress by team (ex: "field sales - west", "business development") to track the progress of different members of your organization.



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10. Readiness for Mergers & Acquisitions

Most M&A transactions require you to unify (at least) two different sales organizations or product lines. You may have to ramp up a whole new group of sellers who are accustomed to their own customer base, product portfolio and culture. You'll certainly need to get your existing sales team up-to-speed on a new solution or service.

There are also the external factors to consider. Reps will need to be prepared to address buyer concerns and counter competitors, who will quickly work to sow fear, uncertainty and doubt among customers and prospects once the deal is announced.

"[After multiple acquisitions], we needed to get reps up to speed on new product information, new competitive intelligence, market shifts...Brainshark has helped us scale the organization, keep reps up-to-date and get new reps on board faster."

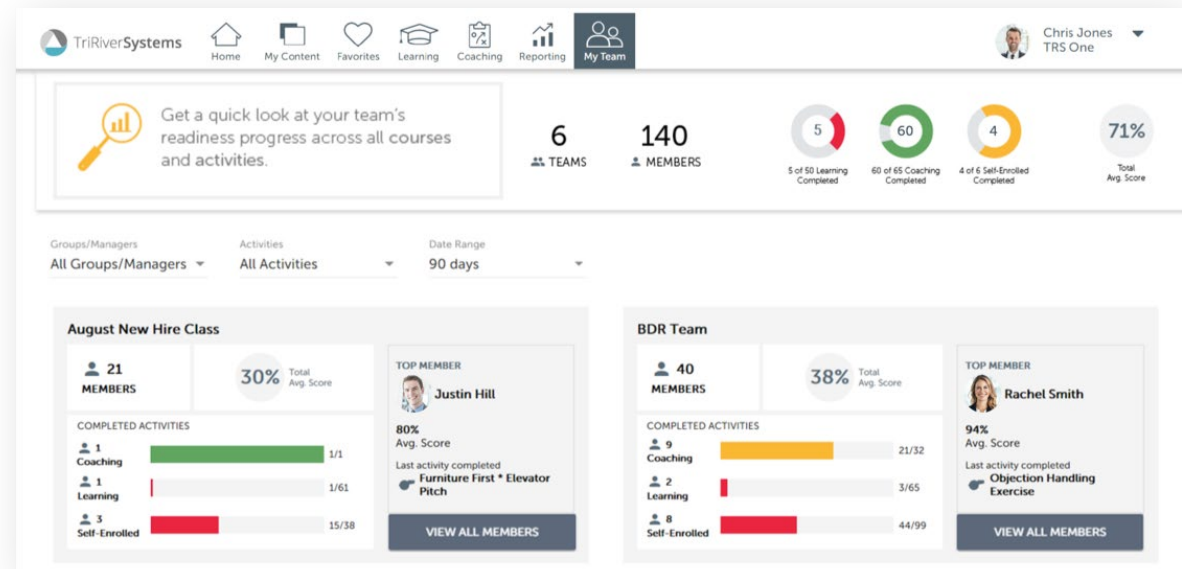
Christi Wall,
Director of Training & Enablement,
Ping Identity

Ping
Identity

The Brainshark Advantage

Brainshark makes it easy to quickly spin up engaging content to cover key priorities, best practices and messaging following an **M&A transaction**. These resources can be distributed out to the newly unified sales force as formal courses or informal learning content, helping to put everyone on the same page faster.

You can also deploy team-wide video coaching activities to assess whether reps are ready to accurately and fluently discuss the value of your merger or acquisition. By reviewing each submission for message consistency, sales leaders can ensure that customers don't get the wrong idea from an off-key rep.



11. 'Just-in-Time' Learning for Meeting Prep

Field reps are always preparing for that next opportunity, call or meeting. They're also always on the go – on the road, at the airport or somewhere in between – and that often means their learning happens on the go, too. Reps need easy access to just-in-time learning in those moments of need – no matter if it's a late night in the office or a hotel the night before a big sales meeting.

The Brainshark Advantage

Brainshark helps ensure the right information is available and searchable 24/7, no matter where, when or how reps are working. You can quickly create an informal learning course and add tags and filters, making it easy for reps to find the information they need, right when they need it.

The Brainshark Mobile App also makes it easy to view featured material, browse the content library and use filters to locate specific training, without ever opening a laptop. Seamless integrations with email and CRM platforms like Salesforce make just-in-time learning even more flexible for today's busy sellers.

So, whether it's 6 a.m. in a coffee shop or on a red-eye flight over the Atlantic, Brainshark can help make sure your sellers show up to every meeting well-versed in the latest value messaging, product updates and more.



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12. Social Selling

Social platforms can be powerful tools for salespeople – when used the right way. However, a lot of reps are lacking the key skills and tactics needed to build relationships with buyers via social media: 72% of sellers don't feel proficient and 69% don't have an active social selling training program (i.e., they're self-taught), according to a Feedback Systems survey.

The risk? It's high – reps can come off as inconsistent or unprofessional, or worse, damage your brand's reputation with key prospects.

The Brainshark Advantage

With Brainshark, you can formalize your social selling training and build content that gives reps a roadmap for using LinkedIn and other social platforms, such as how to compose messages, conduct research and find connections. You can then deliver that training to the entire sales team, and ensure reps understand key concepts with targeted knowledge-checks.

Better still, your sales reps can even improve the quality of their social selling simply by sharing custom content with Brainshark, such as a video greeting to the prospect, or by “wrapping” approved marketing collateral with personalized slides and messages.



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The image shows a Monstera plant with large, green, perforated leaves in a silver cylindrical pot. To the left of the plant is a brass desk lamp with a spherical shade and an adjustable arm. The background is a textured, grey concrete wall. The word "BRAINSHARK" is printed in white, bold, uppercase letters in the top left corner of the image.

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About Brainshark

Brainshark sales readiness software equips businesses with the training, coaching and content needed to prepare salespeople when, where and how they work.

With Brainshark, companies can: enable sales teams with on-demand training that accelerates onboarding and keeps reps up-to-speed; validate readiness with sales coaching and practice that ensures reps master your message; and empower sales organizations with rich, dynamic content that can be created quickly, updated easily, and accessed anywhere.

Thousands of customers – including more than half of the Fortune 100 – rely on Brainshark to identify and close performance gaps, and get better results from their sales enablement initiatives. Learn more at www.brainshark.com.