

Case Study: GE Digital

Leveraging Sales Enablement to Lead a Digital Industrial Transformation



"We needed to reinforce adoption of Salesforce as the primary global CRM tool. The Brainshark Sales Accelerator will help increase sales productivity and effectiveness as we meet that goal."

- Jay Barrows, Chief Sales Officer
GE Digital



Continuing a Long Legacy of Innovation

From the light bulb to the jet engine, GE has been writing the book on innovation and leading the technological charge for over 100 years. With that history, they know that times and technologies constantly change.

Today, that change continues as GE transforms into a leading software company poised to revolutionize the Industrial Internet. It's an exciting undertaking that requires a series of new transformations, both for GE customers and GE's manufacturing environments.

For GE Digital, it means empowering sellers with a new focus, evolving from a traditional product-centric group into an outcome-based sales force that's highly prepared to deliver value at every engagement. This is a market must: with GE Digital's expanding focus on customer initiatives, positive outcomes are the new sales currency.

Identifying Sales Enablement Technology as the Key

To deliver that value, GE Digital sales teams must hit new heights of sales readiness, led by a complete alignment between sales and marketing teams. They also need the ability to onboard new hires efficiently, keep today's reps on top of their game, and produce highly effective content that can be easily dispersed and intuitively tracked.

To meet these lofty and necessary goals, GE Digital realized the need for technology – the heart of their own business

for more than a century – and selected Brainshark for its intuitive sales enablement solution.

"We needed an easy-to-implement and comprehensive solution that works flawlessly with Salesforce, to increase sales productivity and success," explains GE Digital's chief sales officer, Jay Barrows. "Brainshark Sales Accelerator will be critical in reaching this goal."

"It's intuitive and easy to send an email quickly to the customer, with the right content at the right time of the sales process."

- Lara Walsh, Manager of
Sales Training & Enablement
GE Digital

"For content creators, Brainshark works well," says Lara Walsh, manager of GE Digital's sales training & enablement, "because they can do it themselves without a complicated system. And for sellers, the ability to customize content will allow personal context for their customers."

Brainshark had already been a trusted vendor to other groups within GE, known for delivering excellent adoption rates and outcomes, most recently contributing to the GE Commercial Center of Excellence. As a solution that elegantly connects onboarding, continuous training,

coaching, and content – all integrated with and accessible from Salesforce – Brainshark’s Sales Accelerator met an essential need within GE Digital’s plan.

“Brainshark works for account reps because it can be accessed right from the Salesforce environment,” says Walsh. “That makes it intuitive and easy to send an email quickly to the customer, with the right content at the right time of the sales process.”

Starting Simply – And Getting Results

GE Digital began rolling out Sales Accelerator in late 2015, selecting their 2016 sales kickoff as an ideal starting point. Instead of sending conventional pre-work to their sales force, they distributed video-based content via Brainshark and tracked every salesperson’s level of engagement with the required material. They had a plan – and a partner.

“Brainshark has been great to work with,” says Walsh. “They helped ensure that our tight deadline to implement and roll out to the GE Digital sales team was executed on time before the sales kickoff.”

The result: 85% of sales reps viewed the pre-work. And executives arrived at the event knowing exactly who interacted with the training – and who didn’t.

The Value of Partnership

One key reason GE Digital selected Brainshark was their need for more than a set of functions to drive sales productivity. They also needed a solutions-focused partner who could help centralize GE Digital’s pre-existing ecosystem of sales and content tools, and provide data visibility across the board to track their progress in particular areas of sales enablement.

The Brainshark and GE Digital teams collaborated to set

specific reporting capabilities related to sales productivity, including:

- how and when content is being used
- the ease with which sales reps are finding the right content
- prospects’ and buyers’ level of engagement
- how and when particular content is having an impact during the sales cycle

Now they can more easily track the progress they’re making across facets of their transformation that matter most: keeping reps at the height of value-focused readiness and closing deals quickly; and streamlining operations between the marketing and sales organizations.

With essential sales enablement technology helping GE Digital on their mission to lead change, their sales teams can help customers to embrace the power of the Industrial Internet, as the company drives innovation into its second century.

For more on Brainshark’s sales enablement solutions:

www.brainshark.com or call 781.370.8200