

Sales Readiness for Your Remote Workforce

BRAINSHARK

What happens when your sales team goes 100% remote?

Brainshark gives you the tools to keep all your client-facing teams prepared and informed – no matter where they are.

Whether your teams are under the same roof or spread out across the globe, sales enablement and readiness never stops.

Even with a temporarily remote workforce:

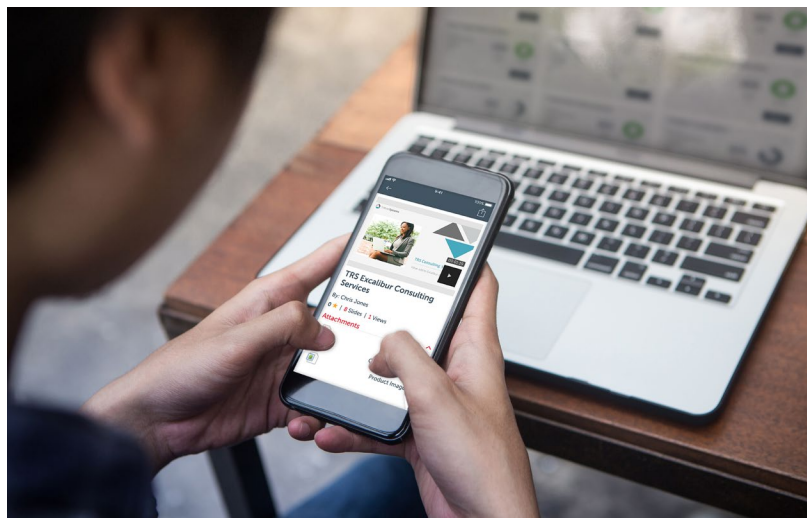
- New hires need to be onboarded
- Reps need to be kept up-to-speed on product updates, company news and more
- Managers need to coach their teams and improve rep performance
- Sales events – from annual kickoffs to QBRs – need to happen without disruption

Why Brainshark?

"With Brainshark, we are able to reach a wide audience and provide freedom to tune into training on your own time."

Lee Marcello

Marketing Consultant II, Agency Sales & Distribution,
MetLife



The Platform for **Always-Ready** Sales Teams



Content

Engage sellers with memorable, video-based learning content that can be created quickly, updated easily, and accessed anywhere.



Training

Prepare your reps with on-demand resources for any learning requirement – from new hire onboarding to just-in-time updates.



Coaching

Reinforce training and certify that every seller has mastered your message with flexible video and text-based coaching activities.



Scorecards

Gain new insight into the learning progress of your teams with the most powerful scorecards for data-driven sales readiness.

Flexible Onboarding & Training

Onboarding comes in many different forms, from pre-boarding activities and role-based learning paths to boot camps and post-boarding knowledge reinforcement. With Brainshark, you have the flexibility to ramp new hires quickly even when they can't make it to HQ.

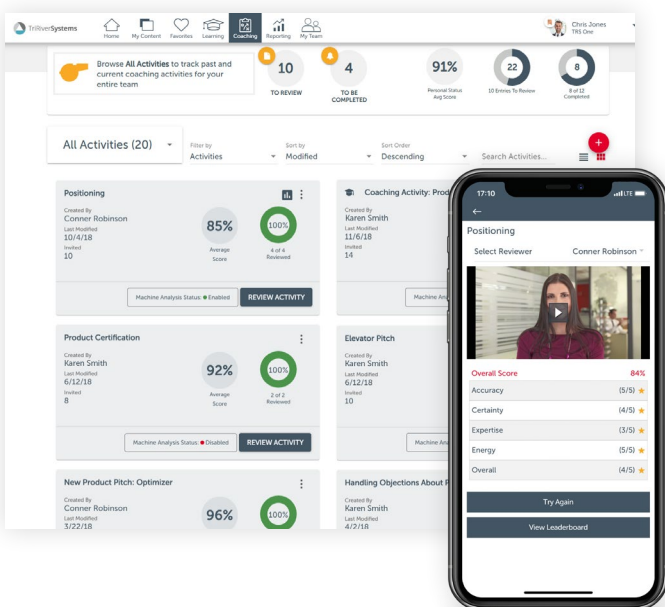
- **Transform existing in-person training** sessions into on-demand assets, complete with webcam videos, slides, interactive quizzes and more.
- Deliver content as online, **trackable learning courses and curriculums** that reps can view on Day 1.
- Use scorecards to **put your team's onboarding data in context** (vs peers, vs goals, vs past classes) and ensure new hires stay on the fast track to productivity.



Remote Coaching

With a remote workforce, the approach to sales coaching also changes. Sales managers have fewer opportunities to observe reps in the field or have in-person meetings. Enter video coaching with Brainshark.

- Initiate video and text-based activities to **measure, score and certify rep readiness** from any location.
- Give both sales managers *and* enablement leaders a simple way to **see and hear if remote reps are prepared** to deliver key messages.
- Encourage reps to **share their best video examples** to foster peer-to-peer learning no matter where they happen to be working.



Video-based Content & Communications

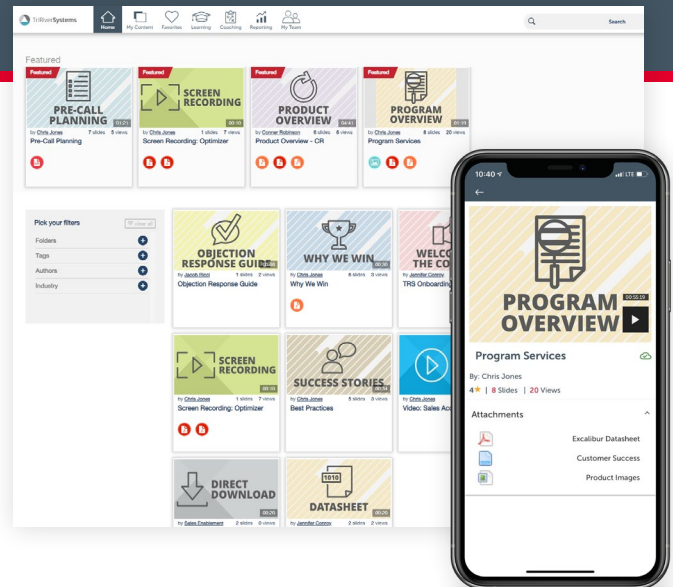
It can be a challenge to keep remote workers engaged and up-to-speed with product updates, company news, and process changes. No one wants to be deluged with long text-based PDFs and documents. Videos can help make training and other communications seem more personal, so everyone feels more connected.

- Brainshark makes it easy for anyone to **produce memorable video-based content** that can be created quickly, updated easily, and accessed anywhere.
- Simply record yourself or your screen, **add voice to PowerPoints** – even show video and slides, side-by-side.
- That's not all. With Brainshark, you can embed hyperlinks, and **include interactive polls, surveys and exam questions** for a complete multimedia presentation that your reps will love.

Why Brainshark?

"Brainshark provides us with the flexibility to do low-cost training across the globe, with metrics on who's doing it – and who's not."

Sharon McGowan-Spinelli,
VP, Global Business Operations,
Avid



Making the Move to Virtual Sales Events

Sales kickoffs. Regular trainings. Corporate events. Quarterly business reviews. If key events can't be held in-person, don't cancel them – **redefine them**.

With Brainshark, you can reimagine how you communicate critical information to sales reps, managers and other remote employees. Repurpose live event content into dynamic on-demand video presentations for reps to access and refer back to any time, as needed.