# Microsoft Dynamics 365 Integration
## with Brainshark

**Brainshark helps ensure reps are always prepared to have better sales conversations — from the same CRM they use every day.**

## Seamless Login

*Brainshark's integration makes it easy to ensure your reps have access to the resources they need to sell without leaving their Dynamics 365 environment — no separate login required.*

### Sales Training & Coaching
Onboard new hires quickly and keep reps continuously prepared with interactive training and coaching right from Dynamics 365.

### High-Impact Content
Arm reps with engaging video-based content for sales training and prospecting.

### Brainshark Analytics & Reporting
Track training progress and identify your most valuable content assets by monitoring clicks, views, retention, and more.

## Seamless Experience

Provide reps with streamlined access to Brainshark's comprehensive solution for training, coaching, and content right from your Microsoft Dynamics 365 environment.

### Skills Mastery
Make formal training, informal learning, peer-recommended content, and coaching challenges readily available for reps to review and practice.

### Improve Productivity
Simplify access to the resources reps need, while getting more value from your CRM investment.

### Valuable Insight
Brainshark analytics help sales leaders monitor team progress and understand what content resonates most with audiences, and more.

## What the Experts Are Saying

*"The more a solution can integrate seamlessly with the CRM and reduce the need to access one more application, the better it can support seller efficiency."*

Forrester Research

## Sales Training & Coaching

Get new hires up-to-speed faster and ensure existing reps stay prepared for every selling opportunity.

- **Accelerate onboarding:** Ramp up reps quickly and effectively with engaging, interactive training the moment they get their Dynamics 365 logins.

- **Reinforce training:** Guarantee reps maintain the skills and knowledge to succeed with continuous, just-in-time learning content that can be accessed anytime, anywhere.

- **Validate skills:** Scale your training strategy with sales coaching that empowers managers to know which reps have truly mastered your message.
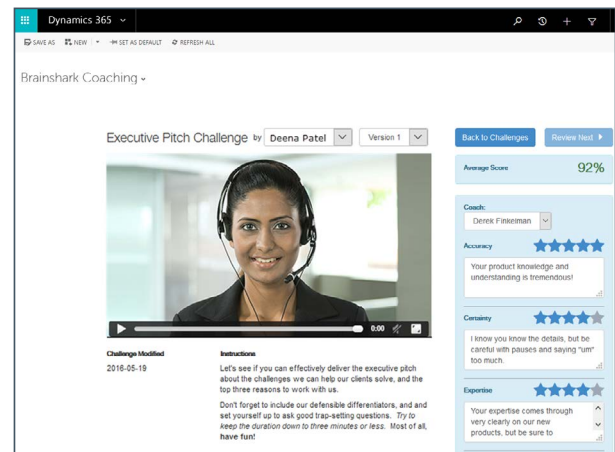


## High-Impact Content

Easily create and share dynamic, interactive content to drive sales readiness and effectiveness.

- **Create rich content:** Quickly transform PowerPoints, PDFs, webpages and more into compelling voice-enriched presentations for sales training and prospecting.

- **Prepare with confidence:** Help reps stay prepared for every sales interaction with access to relevant learning content right from Dynamics 365.

- **Share relevant content:** Make it easy for reps to browse and search the Brainshark portal for the best content to share based on sales stage, persona, industry and more. (Brainshark also offers integration with Microsoft Outlook).
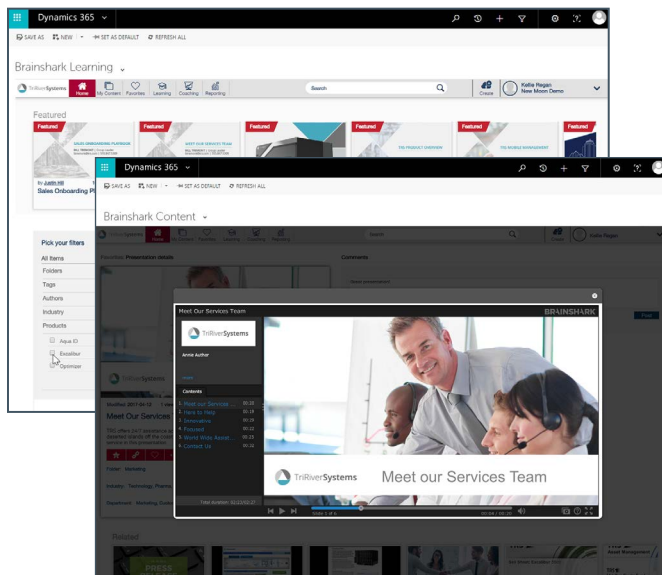
## Analytics & Reporting

Gain insight to improve sales readiness and performance.

- **Gauge training effectiveness:** Track learning progress to determine if new hires are truly ready to sell and monitor the content reps view to stay up-to-speed on key new sales initiatives.

- **Understand rep readiness:** Use Brainshark-provided dashboards and reports to review the impact and status of your coaching program.

- **Track audience engagement:** Easily monitor how sales content is used by reps and resonates with buyers.

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