



Readiness That Goes Beyond Sales

Brainshark provides powerful solutions for the enablement and readiness of your core sales team. But it doesn't end there.

Readiness for All

Brainshark's comprehensive platform keeps all your customer-facing employees confident and prepared as your business evolves.

- Onboarding
- Product Launches
- Business Transformations
- Mergers & Acquisitions
- Manager Enablement
- Corporate Updates
- HR Communications
- Competitive News
- Just-in-Time Learning

Why Brainshark?

"Brainshark, as a solution, gives us the ability to communicate our subject matter expertise across the product portfolio and help our organizational change."

Don Cooper
Vice President
PTC



One Platform for Any Readiness Requirement



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.



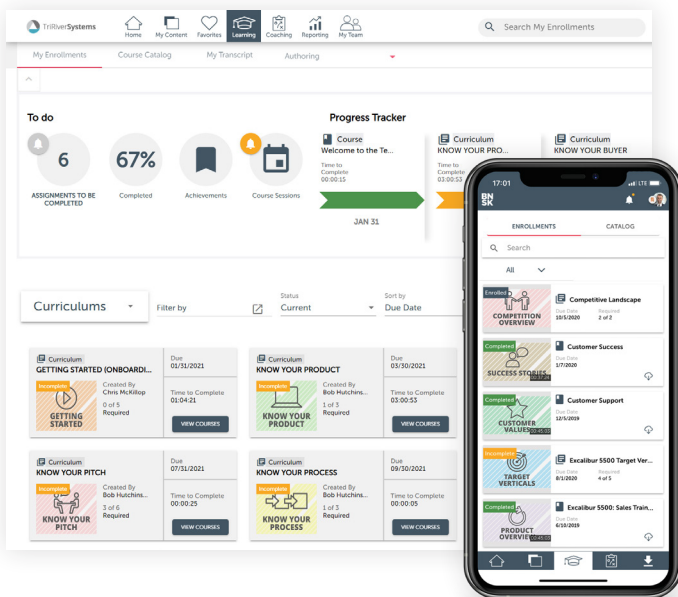
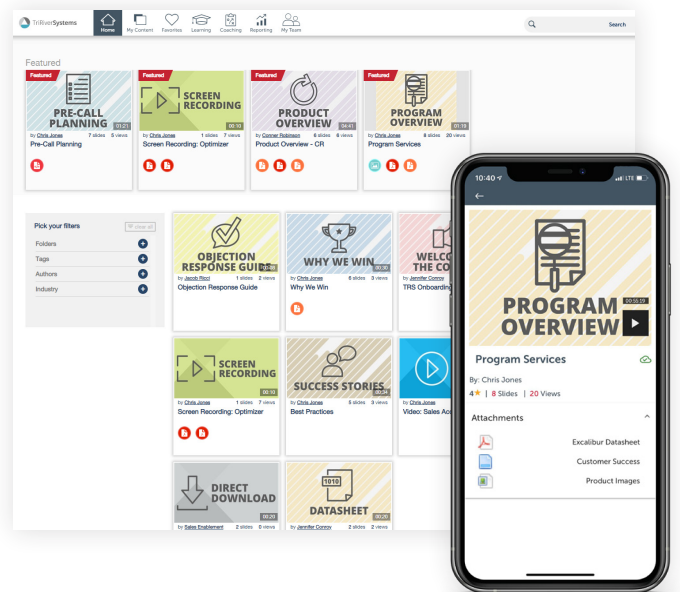
Scorecards

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

Content Authoring

Easily create your own memorable, interactive learning content.

- **Create:** Quickly transform PowerPoints, PDFs, screen recordings, webpages and more into compelling, voice-enriched presentations.
- **Enrich:** Add attachments, embed hyperlinks, and include interactive polls, surveys and exam questions.
- **Update:** Easily edit existing content to ensure employees always have access to the most current information and messaging.



Always-On Training

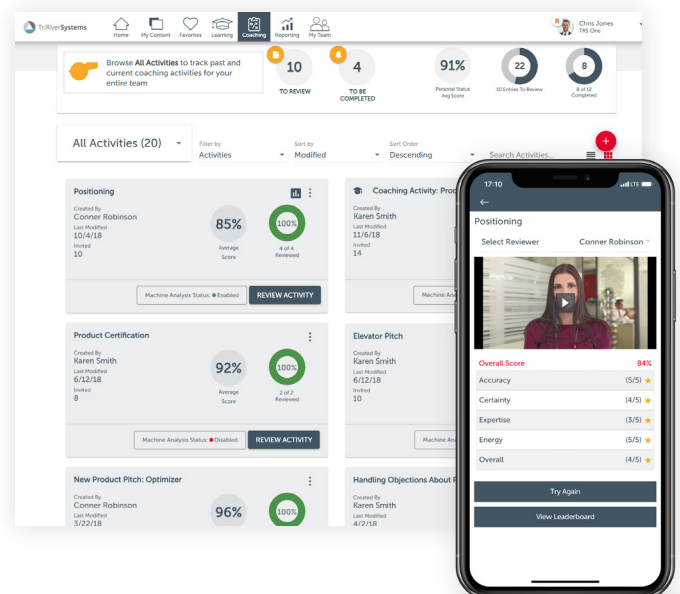
Deliver training that accelerates ramp up and keeps teams continuously up-to-speed.

- **Onboard:** Cut the time it takes to train new hires with engaging, on-demand learning the moment they walk through the door.
- **Reinforce:** Help employees retain critical skills and knowledge with continuous learning on any device.
- **Certify:** Track progress to ensure mandatory training is completed, and auto-send certifications and badges when requirements are met.

Coaching & Practice

Validate that every department can demonstrate the knowledge needed to succeed.

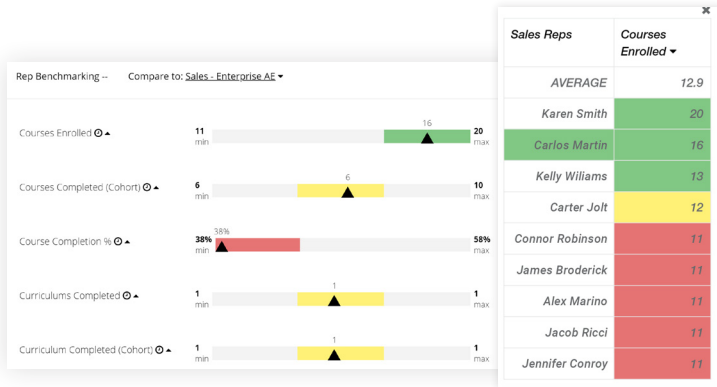
- **Assess:** Initiate video coaching activities to measure, score and certify employee preparedness across your entire organization.
- **Validate:** Ensure team members retain the information they learn during training and can demonstrate mastery of key messages.
- **Share:** Capture and share your best video examples to foster peer learning and improve team performance.



Readiness Scorecards

Quickly (and we mean *quickly*) visualize and contextualize all your Brainshark activity data.

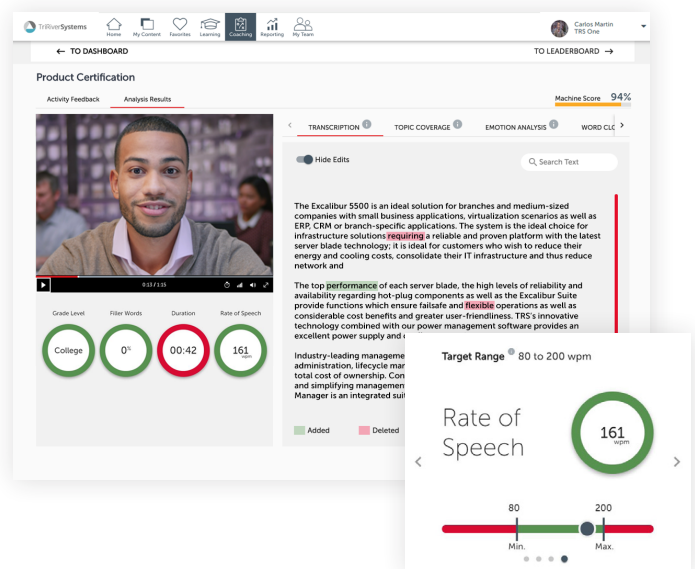
- **Show Me the Readiness!** Monitor team-wide learning and coaching trends and drill down to see how individual reps compare to the rest of the pack.
- **Put Your Data in Context:** Track activities across your teams to easily see who's learned the most, scored the best, finished the fastest or missed the mark.
- **Hold Teams Accountable:** Has a rep missed a course? Is a coach behind on their reviews? See it all with scorecards to keep your readiness engine humming.



Machine Analysis

Elevate coaching and keep everyone on message with AI-powered scoring and feedback.

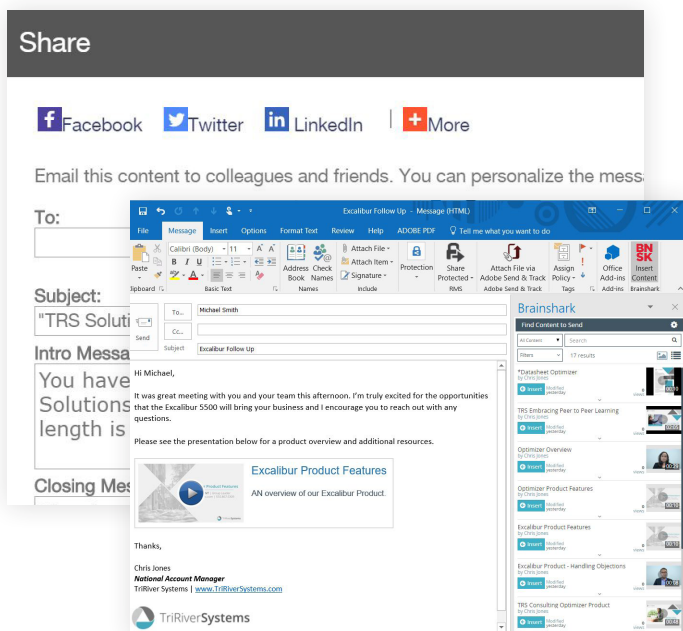
- **Score:** Automatically generate a score for users as soon as they submit their practice video - without having to wait on managers to review.
- **Analyze:** Uncover actionable insights into an employee's coverage of key topics, emotions exhibited, and other metrics captured from their performance.
- **Streamline:** Save time and scale coaching by using machine scores as a benchmark to prioritize feedback.



Content Sharing

Prepare your team with the content they need to capture the attention of prospects and customers.

- **Easy Access:** Make it simple for salespeople and others to find the best content to share from your own central content portal.
- **Consistent Messages:** Enable sales and marketing leaders to put up-to-date, approved messages in the hands of every employee.
- **Email & CRM Integration:** Give users the power to find and share content quickly via Microsoft Outlook, or optionally within Salesforce accounts.

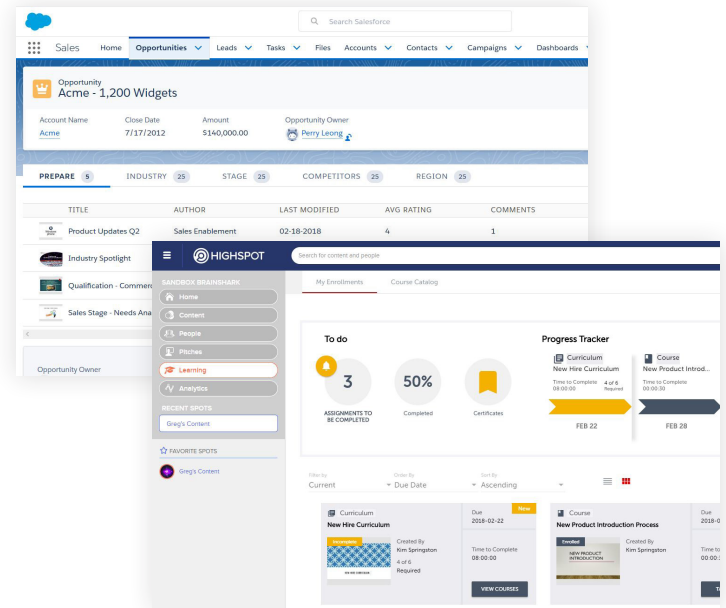


Thousands of companies – including more than half of the Fortune 100 – rely on Brainshark to identify and close performance gaps, and get better results from their sales enablement initiatives.

Integration Options

Ensure reps are prepared to have better sales conversations – from the same systems your teams use every day.

- **Salesforce:** Brainshark makes it easy to serve up critical content and training within your CRM – including right from reps' Salesforce accounts and opportunities.
- **Microsoft Dynamics 365:** Easily provide sellers with streamlined access to the Brainshark platform right within your Microsoft Dynamics environment – no separate login required.
- **Highspot:** Brainshark integrates with Highspot to provide access to best-in-class training, coaching, sales content and analytics, all from a single location.
- **Seismic:** Make all of your Brainshark content, training and coaching resources available for reps to review and share straight from the Seismic platform.
- **TopOPPS:** Deliver “in the moment” guidance that improves reps' skills at key points throughout the sales cycle.



Strategic Partners & Integrations



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