

Salesforce Integration with Brainshark



salesforce

Native Salesforce **Integration**

Brainshark's seamless integration makes it easy to ensure your reps have access to the resources they need to sell without leaving their Salesforce environment – now Lightning certified.



Sales Training & Coaching

Onboard new hires quickly and keep reps continuously prepared with interactive training and coaching right from Salesforce and Salesforce1.



High-Impact Content

Arm reps with engaging video-based content for sales training and prospecting – served up in context for any selling situation, or share new content via Chatter.



Analytics & Reporting

Monitor training progress and identify your most valuable content assets by tracking clicks, views, retention, and more.

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

Built for **Salesforce**

Provide reps with seamless access to Brainshark's comprehensive solution for training, coaching, and content right from your Salesforce environment.

Skills Mastery

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

Content in Context

Provide reps with the most relevant preparation or client-facing materials based on the attributes of any Salesforce record.

CRM Adoption

Get more out of your Salesforce investment by making it an even more valuable place for reps, partners, and employees.

Valuable Insight

Evaluate the effectiveness of your sales training and content, and understand the impact it has on revenue.

Why Brainshark?

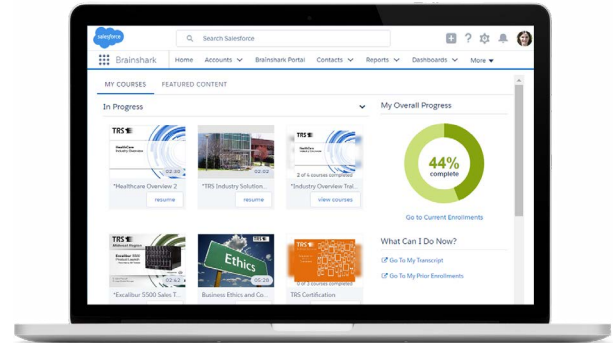
"We needed an easy-to-implement and comprehensive solution that works flawlessly with Salesforce to increase sales productivity and success. Brainshark will be critical in reaching this goal."

Jay Barrows
Chief Sales Officer, GE Digital

Sales Training & Coaching

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

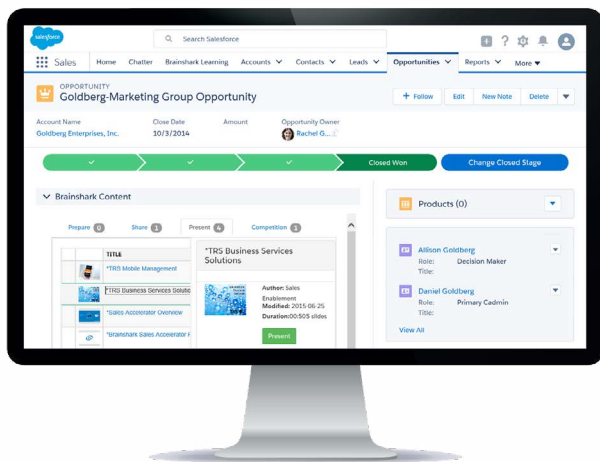
- **Accelerate onboarding:** Ramp up reps quickly and effectively with engaging, interactive training the moment they get their Salesforce logins.
- **Reinforce training:** Guarantee reps maintain the skills and knowledge to succeed with continuous, just-in-time learning content that can be accessed 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, prospecting and more.
- **Prepare with confidence:** Help reps stay prepared for every sales interaction with access to relevant learning content right from their Salesforce accounts and opportunities.
- **Share relevant content:** Make it easy for reps to engage buyers by serving up the best content to share based on sales stage, persona, industry and more – right from Salesforce or Microsoft Outlook.



Analytics & Reporting

Identify how reps' knowledge and behavior affect sales outcomes.

- **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.
- **Tie content to revenue:** Use Salesforce dashboards to identify the content that helps close the most deals and when it's used.
- **Track audience engagement:** Easily monitor how sales content impacts opportunities, is used by reps, and resonates with buyers.

