

Brainshark for Sales Enablement:

Customer Success Stories



Prepare



Engage



Advance

Introduction

Smart companies are always looking for better ways to prepare and train their sales teams, engage with prospects and customers, and advance sales opportunities to close. With an increasingly mobile workforce, effective communication is more important than ever. At the same time, customers are continuously flooded with competitive messaging from all angles, making the impact of sales communications especially critical.

With Brainshark, organizations have revamped their sales training programs and cut down on travel costs by providing on-demand resources for salespeople on the go. Others have reduced the time and effort of content development and created more customized sales-ready messaging, empowering their teams to communicate with customers in new, and more impactful ways. And with Brainshark's in-depth reporting, reps are able to track prospect and customer interest levels to identify the hottest opportunities.

The result? More time spent in the field and on the phones, smarter reps, higher quality leads, shorter sales cycles, and of course, higher revenues!

Inside Brainshark for Sales Enablement, you'll learn about some of the innovative ways companies have used Brainshark's solutions to better enable their sales teams and improve their processes.

We hope you enjoy these success stories, authored by Brainshark customers!

Reduced Training Costs Help Spur Global Growth

Dave Burch, Prescription Training Manager, Maui Jim, Inc.

I was brought on board to implement prescription eyewear training for over 200 account executives and thousands of world-wide accounts. Selling Maui Jim prescription sunglasses requires a solid grasp of technical information; it's like learning a whole new language, and understanding and speaking this language is really important for Maui Jim's global expansion.

Brainshark is an excellent way to convey complex information, and with the combination of dynamic visuals and audio, overall retention goes way up. It's easy to create Brainshark presentations. I just upload PowerPoints and add narration – with a little bit of humor, too.

Using Brainshark, our training is available anytime from anywhere in the world. Account executives review the materials to refresh their knowledge. After a sales call, our business partners can review our leave behinds, business cards, and product brochures that include QR codes and links to Brainshark presentations. I use view receipts to track who viewed, when they viewed, how many slides they viewed and how long they spent on each slide.

With the help of Brainshark, our training costs have been tremendously reduced. We've expanded into 12 countries in the first five years of the program, and Brainshark lets us continue that level of global growth.

With Brainshark, we can extend our marketing message from account executives to business partners, right on through to Maui Jim's biggest promoters: our customers.



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STAPLES Says, “That Was Easy” with Brainshark

Dan Coghlan, Learning & Development Specialist, STAPLES Canada

I used Brainshark to launch a training video on the Apple iPad 2 to our retail organization. This training started off as a PowerPoint with voice-over but eventually evolved into a training video featuring a full product demo.

The beauty of Brainshark was that I was able to launch the training to over 300 retail locations and over 10,000 associates by adding a simple URL in a global email distribution list. To make things even better, I am able to track views in the Brainshark reporting tool and correlate retail sales to video viewings by user and location, thus making ROI easier to observe.

The icing on the cake was the addition of a QR code to the launch communication – and possibly on store displays soon – that links right to the video in English and French, allowing users to quickly scan, capture and view the Brainshark on their mobile devices at their convenience.

As we say around the office, “That was EASY!”



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New Sales Training Process Reduces Turnover

Don Fegtly, Director of Sales Force Development, Con-way

The task was to actually change the behavior of 400 sales people. We wanted to go from a transactional sales force to a consultative sales force which is really all about pushing information out to customers versus pulling information from customers.

We looked at various different eLearning-type solutions and found that Brainshark was the best solution. The idea was to get the account executives to think about the psychological process they go through in each sales cycle and what action to take in the different parts of the decision cycle.

Not only could we quickly put together effective PowerPoint presentations with narrative, but we could also test each person on their understanding of what they just learned. We can also look to see whether the account executive actually viewed each slide. By having the Brainshark solution we're able to be very nimble and flexible in training and elevate our sales force to be more competitive and thus show clear differentiation in the marketplace.



“The Brainshark solution has allowed us to cut our turnover by virtually half of what the industry standard has been.”



“I’ve gotten over a 25% response rate from clients and prospects.”

Video Email Campaigns Improve Engagement

Gary Bliss, Sales Representative, Oxford University Press

My goals are to reach as many people as I can, generate revenue, and retain current accounts. My major challenge is maintaining contact with my key accounts, keeping them updated on all our materials, and supporting their needs.

I primarily use Brainshark to provide value to our clients, generate interest in our materials and ultimately retain and get new accounts. I do this by emailing a professional development presentation link to our clients and prospects. Brainshark helps make our current clients aware of all the material we have to offer because it's in a more engaging format. And, they can view when it's convenient for them.

For prospects, Brainshark is a nice way to introduce myself and Oxford University Press material. Because I'm giving them teacher training presentations, I get a lot more responses than if I just sent an email explaining who I am.

I've gotten over a 25% response rate from clients and prospects, thanking me for the content and wanting to know more.

Brainshark is very wide-reaching. All you have to do is send a link to your target audience. I also like that a viewer can tell how long each segment is going to be. And, I get view receipts that tell me how many people viewed and for how long.

Video communication is getting more and more important, especially for our sales team, since we cover such a wide territory and can't be on the road all the time. Brainshark provides me with an easy way to reach my clients and prospects, provide value, and build lasting relationships.

New Prospecting Process Influences 25% of New Business

Joe Moran, Business Development Manager, EBS Capstone

There is a ton of competition in our marketplace. Our challenge is to get the attention of key decision makers, who have a lot on their plate. All of our business is sold face-to-face and it can be tough to get in front of our audience especially since 99.9% of them are already working with someone.

Before Brainshark, I would identify a potential opportunity through LinkedIn, send out mailers and then follow-up with email. It's difficult to get prospects engaged through this process and the cycle of getting meetings is a lot longer without Brainshark.

I needed something that would differentiate EBS Capstone from the competition, capture the attention of my prospects, and set us apart as leaders in the field. Now I create a high-level, three minute Brainshark to highlight our value prop and include it in an email outreach to prospects.

Over the last year, Brainshark was very influential in 25% of all new business.

I've gotten a lot of feedback saying this way of communicating was very helpful because viewers could watch it at home when they had time, through their iPad or phone.

It allowed me to be unique, get our key audiences interested in what we're doing and track who is interested. Because Brainshark integrates with our marketing automation system, I'm able to see who is looking at the presentation so my follow-up is more efficient.

Brainshark is a great way to brand our firm and myself personally. It's a very effective prospecting tool.



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On-Demand Communications Helps Make Sales and Channel Reps Smarter

Randy Byrne, VP Marketing, Malvern Instruments

As our products are very complex and varied, it's critical that we deliver information and education in a way that is clear and consistent. Product Managers and Application Scientists were spending a good deal of their time traveling all over the globe to visit with our customers and partners, delivering news about products, providing seminars on the use of our technologies to solve industrial problems, and to train dealer reps.

Using Brainshark's technology we have developed nearly 200 presentations in 6 languages. More than 20 presenters – mostly Technical Applications Scientists – easily create on-demand presentations that we deliver out to our subsidiaries and dealers as easily as sending an email link or posting a URL to our web site.

Channel partners have responded extremely well to receiving information in this way – it's convenient to their schedule, it's in their language, and they can review it as many times as they need. Last year alone more than 13,000 hours of content were viewed.

We've also made it an integral part of our process. When someone views a presentation, we follow up within 24 hours. And we find that those prospects are very willing to take our call and to talk about their specific technical issues, because we've offered them valuable and effective content directly from our experts.

With Brainshark, we've reduced our time to market from months to days – in some cases even hours. Last year alone, if we had been doing everything the old way, it would have taken us 2.5 man years to deliver the amount of education and information that our channels experienced via Brainshark. If you used very conservative numbers, it would equate to at least \$546,000 in savings - not even including travel.

It's no coincidence that since we've been using Brainshark, we've seen revenues from all of our channels increase significantly. I believe it has raised the technical level of selling by our sales organization because we're able to deliver education quickly and directly from our experts with no dilution of our message.



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SlideShark Team Edition Makes Selling with iPads a Breeze

Amber Olson, Vice President, Marketing, Nerium International

We have hundreds of thousands of representative called Brand Partners that sell Nerium's skin care products. One of the most important things Brand Partners do is deliver sales presentations. We wanted to make sure they could do this on the go, on their iPads. We even provide iPads to Brand Partners who have reached certain sales goals. However, we encountered a major problem when it came to showing PowerPoint slides properly on the iPad.

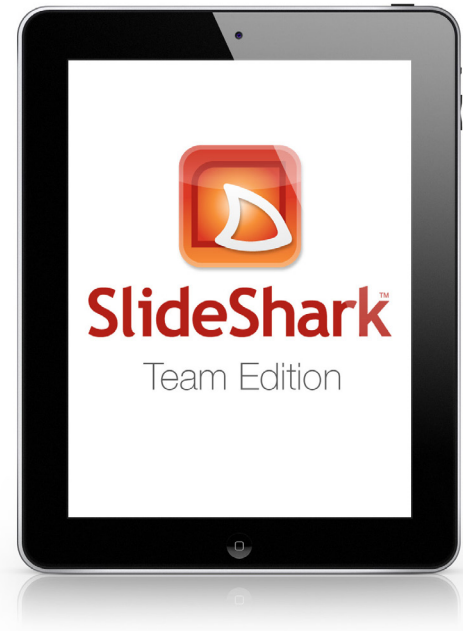
From an administrative standpoint, we needed to give everyone access to the same presentations and ensure they were up-to-date and used consistently. It was very difficult to control our marketing messages as many Brand Partners downloaded PowerPoints onto their laptops and made modifications.

Today, several thousand Brand Partners across the U.S. are using SlideShark Team Edition with thousands more being added to the system as we grow. SlideShark has provided them a way to show PowerPoint slides on the iPad correctly and have access to the latest and greatest presentations. They can present right from the iPad or connect it to a projector if they're in front of a larger audience. Several have also begun doing this with their iPhones too!

At a management level, we're able to see which presentations and even which slides are being used the most, when and by whom. This really helps give us insight into what products are being shown as well as sales activity levels.

We are now able to more effectively control and monitor our messaging in the field. And best of all, our Brand Partners love using SlideShark! They have delivered presentations using the SlideShark App thousands of times and it's helping them in big ways!

SlideShark Team Edition meets our objectives of bringing leading edge technology to our Brand Partners, controlling our content, and making sure everybody has access to a solution that helps them achieve their business goals. It's technology that makes it easier to do business!



"We are now able to more effectively control and monitor our messaging in the field."



“In the first two years of using Brainshark, our sales have quadrupled.”

Brainshark Helps Align Sales and Marketing

Melton Littlepage, Vice President of Product Marketing, Concur

Michael D’Onofrio, Vice President of Sales, Concur

Concur historically has been very successful marketing and selling to large companies around the globe. When we wanted to take that success down to the small and midsized company market, we faced the challenge of transforming our sales and marketing process.

We needed an approach that enabled us to be able to get to as many companies in the shortest period of time as possible. We sent out emails that would contain thought leadership content. It could be a PDF, whitepaper or it could be a product description or a brochure. We found that the email open rate wasn’t very high.

One of the answers that we felt was very strategic for us was to partner with Brainshark. Brainshark allows us to really tell our story and tell the world who we are. We can deliver very high quality email assets with an embedded Brainshark video.

Brainshark is a tremendously helpful tool in qualifying customers. Before sending a prospect on to the sales team, our pre-sales team sends out a Brainshark so then that contact can circulate the Brainshark to a person of interest in the prospect’s organization. We track and measure Brainshark using Eloqua and Salesforce and we know when it was looked at and passed on.

Brainshark gives us a great vehicle for helping our prospects learn about products so that when they have absorbed the information and are ready to engage with a sales rep, they can hit the ground running.

In the first two years of using Brainshark, our sales have quadrupled. Our sales cycle times are a third of what they used to be and our closing rates are up by 15 points.

Differentiation Drives New Revenue and Increases Existing Contracts

Lynn Thacker, Director, Global Sales Support Content and Contract Management, SYKES

We operate in a mature industry with a lot of competition. We needed a way to differentiate ourselves from our competitors that would drive deals to close.

Brainshark On-Demand presentations help us overcome these challenges in a few different ways. First, to better prepare our reps for client interactions, we create Brainshark presentations on how they should present our case study examples to showcase real value to our clients.

Our marketing team integrates Brainshark with Salesforce.com for their lead generation campaigns. Email campaigns include a link to a Brainshark presentation describing who we are to prospects.

We also use Brainshark when our clients or prospects request a proposal. Instead of giving them a conventional Word document, excel spreadsheet or PowerPoint; we stand out from the crowd by delivering a customized video presentation detailing our solution for their specific need.

Using Brainshark to advance the sales cycle has helped us retain clients and increase business with them. For instance, one of our Brainshark video proposals helped us win \$12M in new revenue. In another competitive situation, we created a personalized Brainshark presentation and not only renewed business with an existing client, we increased our contract with them by 20%.

Brainshark is extremely important for us because it shows differentiation from typical sales material. It also shows that we are forward thinking and up-to-date with the latest technologies. By using Brainshark, we are able to make that personal connection with our contacts and clients, resulting in improved sales.



“Our Brainshark video proposals helped us win \$12M in new revenue.”



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