

Brainshark for Work.com

Brainshark enables companies to improve productivity with cloud-based business presentation solutions for sales, marketing and training. With Brainshark, you can easily transform static documents such as PowerPoints into dynamic, mobile-ready content that can be accessed quickly, and viewed as on-demand video presentations – anytime, anywhere. You can also measure the effectiveness of your communications in ways never thought possible and use these insights to take action.

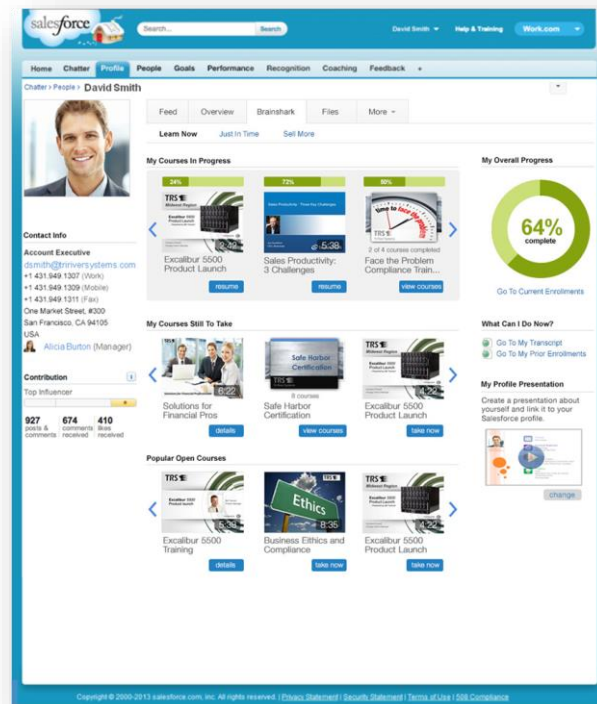
Work.com is Salesforce.com's sales performance management solution that helps sales managers motivate their teams, improve sales coaching, align around team goals, and easily measure sales performance. With Brainshark and Work.com sales teams can ramp up faster, prospect more effectively and improve their sales performance.

How it Works

Brainshark integrates with Work.com through Salesforce's enhanced Chatter profile. From a single screen, sales reps can:

- Take and complete onboarding courses and curriculums right within Salesforce's Chatter profile, to speed up training, increase participation and improve sales productivity
- View important video communications that help them stay aligned with corporate strategy and keep up to date with time-sensitive information
- Identify and use subject matter experts more effectively in sales situations
- Gain insight to improve the results of their prospecting efforts
- Identify hot prospects for immediate follow-up

There are two Brainshark for Work.com packages: "Brainshark Learning for Work.com", which addresses sales training and onboarding needs, and "Brainshark Enterprise for Work.com", which addresses sales training and onboarding needs, as well as external prospecting and social selling.



Brainshark Learning for Work.com

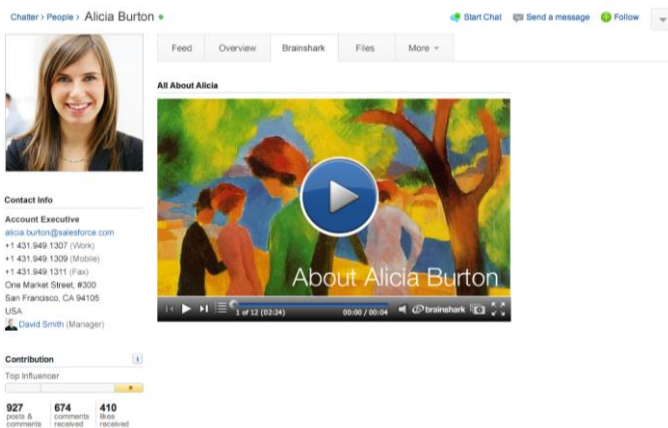
With the integration of Brainshark's proven eLearning solutions and the leading sales performance platform, reps are always aware of what they need to learn. The course catalog is prominently featured and tailored for each rep. It shows which Brainshark video-based courses they need to take, helping to streamline and accelerate onboarding. Automatic reminders can prompt them on to complete courses in a timely manner.

With Brainshark's on-demand format, reps can get trained anytime, anywhere, from virtually any computer or mobile device, so they don't lose valuable time in the field.

Training courses can include polls, surveys and quizzes to keep reps engaged and test their knowledge. For more formal training, courses can include completion criteria to ensure participation and comprehension. Certificates of completion, along with a recognition badge in Chatter, can be issued automatically, based on the established criteria.

Course progress and completion can be tracked by sales management and training teams. Exception reports provide valuable information about those who require additional training or have not completed courses. Scheduled reports can be delivered to trainers and managers to provide convenient updates on student progress.

In addition to formal training, informal training and important communications – as determined by managers or administrators – are prominent from the screen's sidebar for easy access.



Authorized users can also easily create a “talking business card” by simply uploading PowerPoint slides to the Brainshark platform and adding their narration. These user-generated video presentations can be viewed by reps looking for relevant subject matter experts to help them in sales situations.

Brainshark Enterprise for Work.com

Adding to onboarding and training capabilities, the enterprise version includes features for improving prospecting and sales performance. Reps can easily find and send Brainshark presentations right from Salesforce and monitor content effectiveness. Graphical and detailed reports show how and when prospects are engaging with content – so reps can pinpoint when interest is hot and take action.

When a Brainshark presentation is viewed, a task is created in Salesforce for the lead or contact record owner, and detailed viewing activity information is automatically recorded. Information such as when the presentation was viewed, how much of it was viewed and for how long, help determine how to best follow up. The integrated tracking information also includes the responses to any polls, surveys or quiz questions included in the presentation.

Managers can use Brainshark's Analytics Dashboard to monitor team and individual activity, identifying the most effective content and reps. They can also see what training content their team and each rep is consuming. With this insight, they can offer actionable coaching tips and the right motivation to underperforming reps to improve their sales performance.

