

# Bigtincan Coaching

Your salespeople have been trained—but are they ready?



Reinforce training and certify that every seller has mastered your message with tools for coaching, practice and assessments.

Key features of Coaching include:

- Video and text-based coaching assessments
- Team-wide and individual activities
- Controlled practice field
- Screen recording for demos and presentations
- Peer-to-peer review options
- Time-stamped feedback and comments
- Customized ratings, scores and feedback
- AI-powered scoring and analysis
- Content authoring and sharing

“

To be great at coaching and feedback, you have to have solid assessment skills to hone in on what [reps] should keep doing, what they should stop doing, and what they need to improve on. It's all about growth and Brainshark helps us develop people at every level.”

Lisa Mauri Thomas  
National Sales Trainer, Tactile Medical

Well-coached teams prevail when the stakes are highest.



## Assess

Initiate video and text-based coaching activities to measure, score and certify rep preparedness across your organization.



## Reinforce

Ensure sellers 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-wide performance.

# Coaching Activities

Validate that every rep can demonstrate the knowledge and skills needed to succeed.

- ➔ **Prepare:** Create activities that prepare reps to have engaging conversations with buyers, deliver a strong elevator pitch, master a product demo, and more.
- ➔ **Customize:** Set your own custom score criteria and select multiple reviewers to rate and provide feedback.
- ➔ **Capture:** Save and share the best submissions to help others learn from your top performers.
- ➔ **Integrate:** Provide seamless access to coaching activities right from your 3rd-party LMS.

Activity Summary | Activity: Act Like a Buyer

Author:	Ryan Mathers	9	0	9	89%	0
Created Date:	09/07/2018	Enrolled	Incomplete (Active Users)	Completions (Active Users)	Average Score	Avg. Machine Score
Max Machine Score:	1.00					
Passing Score:	0.65					

  

Item Completed	Pass Count	Score	Accuracy 50%	Clarity 50%	Enthusiasm 50%	Energy 50%	Overall 50%	Score Passing Score 80%
Alan Frost	30%	90%	100%	100%	100%	90%	100%	100%
Chris Crabb	100%	100%	100%	100%	100%	100%	100%	100%
Tom Blankenship	30%	100%	100%	100%	100%	100%	100%	100%
Alberto Tomba	100%	100%	100%	100%	100%	100%	100%	100%
Tim Moore	80%	90%	100%	100%	100%	100%	100%	100%
Crystal Dunn	66.67%	88.89%	88.89%	88.89%	88.89%	88.89%	88.89%	82%
Patrick Dornan	80%	80%	85.67%	85.67%	85.67%	85.67%	73.33%	74%

# Practice and Feedback

Provide sellers with a comfortable environment to improve their pitch.

- ➔ **Practice:** Enable reps to easily record multiple takes and automatically save each video while they practice.
- ➔ **Review:** Help reps see themselves the way a buyer would see them as they preview each take—choosing only their best work to submit for formal review.
- ➔ **Peer Feedback:** Allow participants to share their takes with peers for informal feedback before submitting their response to managers.

**Vocal Delivery Score: 6 / 10**

Overview | Vibes | Next Steps

Strength of Opening: 4.8 / 10	Clarity: 2 / 10	Word Spotting: Great job. No filler words were used.
Pacing: Too fast	Pausing: Ideal	UpSpeak: Acceptable

My objective today is to show you how I use the content hub in my day to day activities for this demo. I'm gonna work off of my desktop but keep in mind you can also access this information on any mobile device and the experience that you're going to have is similar to the stomach before I talk about how I use it. I just want to provide you with a high level overview of how the content how to set up you'll notice that when I log into my hub this is what I see our marketing and sales team has set this up so that when I enter the content hub I can easily access daily news and sales playbooks daily news will show me any relevant content that was recently released such as a message from our CEO. I updates or some newly released marketing collateral think of all the new relevant information that is key to my role sales playbooks provide me guidance on best practices for certain sales pitch to use cases and trigger points we also have other tabs including

# CoachingAI

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

- ➔ **Score:** Automatically generate a score for reps as soon as they submit their practice video—without having to wait on managers to review.
- ➔ **Analyze:** Uncover actionable insights into a rep's coverage of key topics, vocal clarity, tone of voice, pace, and other metrics captured from their performance.
- ➔ **Streamline:** Save time and scale coaching using AI-powered scores as benchmarks to prioritize feedback.

**Vocal Delivery Score: 7.7 / 10**

Overview | Vibes | Next Steps

**Positive**

Assertive, Authentic, Captivating, Confident, Energetic, Organized, Personable, Persuasive

The 3 Vibes you scored the most on are: Assertive, Captivating, and Confident

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