**Brainshark Announces Partnerships with Leading Sales Consultancies Think! Inc. and 5600blue**

*With Brainshark’s Sales Readiness Technology, and Think! and 5600blue’s Content and Intellectual Property, Companies Can Improve Sales and Negotiation Outcomes, and Close More Deals*

**WALTHAM, Mass. — April 23, 2019 —** Brainshark, Inc., delivering SaaS-based [sales enablement and readiness solutions](http://www.brainshark.com/), today announced strategic partnerships with [Think! Inc.](https://www.e-thinkinc.com/) and [5600blue](https://www.5600blue.com/) – sister companies focused on sales and negotiation enablement for business-to-business (B2B) organizations. With Brainshark’s technology, and Think! and 5600blue’s insights-based content services and skills methodology, organizations can prepare their sales teams with expert knowledge, just-in-time refreshers, and an award-winning, on-demand learning and practice environments – empowering reps to close more and bigger deals.

As salespeople seek to engage today’s modern, empowered buyers, it can be a challenge to add value. Recent [research](https://www.csoinsights.com/the-growing-buyer-seller-gap-results-of-the-2018-buyer-preferences-study/) from CSO Insights finds that buyers increasingly execute their own due diligence – ranking salespeople next-to-last (9th out of 10) among the resources they consult when solving business problems. Yet opportunities for earlier engagement exist, with 9 out of 10 buyers (90%) open to engaging with salespeople earlier in the buying process (also per CSO Insights). As a result, there’s a pressing need for agile, insightful training and highly relevant sales content that adds value to the buyer journey – making reps more of an indispensable resource.

The combined forces of Brainshark, Think! and 5600blue provide this powerful combination. With

Think!’s negotiation enablement services and 5600blue’s integrated sales and negotiation enablement services, companies receive unique training on the skills needed to sell and negotiate better, as well as content that creates insights to help sellers advance deals and deliver more value to buyers. Brainshark provides the award-winning platform for content, training and coaching delivery.

As sales consulting partners in [Brainshark’s partner ecosystem](https://www.brainshark.com/company/partners), Think! and 5600blue use Brainshark’s rapid-authoring technology to create mobile-friendly, custom training content for clients in an on-demand format that’s easy to consume, revisit and retain. Clients access their unique courses and content anytime, through a central, Brainshark-powered portal. Using Brainshark’s acclaimed, video-based [coaching and practice](https://www.brainshark.com/solutions/sales-coaching) environment, Think! and 5600blue also reinforce the training they’ve already delivered – helping their clients gain more confidence, master their messages and sell better.

Think! and 5600blue use Brainshark’s software to provide scalable sales training and just-in-time refreshers to companies across industries. In addition, the consultancies and Brainshark are mutually authorized to refer each other’s services and solutions.

“We’re very excited to partner with the high-quality people and technology at Brainshark,” said Brian Dietmeyer, CEO of Think! and 5600blue. “At Think! and 5600blue, we’re all about preparing B2B sales teams to sell, negotiate and compete at the highest levels, given the new reality of buyer behavior. We believe the combined value of our intellectual property, leveraged with Brainshark training and coaching technology, is exactly what our customers have been looking for.”

Chuck Searle, vice president of partnerships and alliances at Brainshark, said: “Many companies today find themselves time- and resource-constrained, and are unable to effectively develop and train their sales teams on sales enablement best practices and negotiation strategies – negatively impacting deal outcomes. We’re pleased to partner with Think! and 5600blue to give our customers a winning combination: access to the consultancies’ proven expertise in these areas, coupled with our platform for knowledge delivery and retention.”

**About Think! Inc.**

Think! Inc. delivers high-performance negotiation enablement for B2B sales teams around the globe. Its negotiation enablement system focuses on three key areas to help clients improve their negotiation planning and execution:

1. Providing the insights sales teams need to compete during negotiation phase
2. Integrating Think!’s proprietary Salesforce.com-integrated technology to house, distribute and update that knowledge
3. Enabling sales teams to perform more effectively through training, deal coaching and win/loss analysis

For more information, please visit [www.think5600.com](http://www.think5600.com).

**About 5600blue**

5600blue delivers high-performance, integrated sales and negotiation enablement for B2B sales teams around the globe. Its sales enablement system focuses on three key areas to help clients improve their sales processes:

1. Providing the insights sales teams need to compete at every stage of the sales and negotiation cycle
2. Integrating 5600blue’s proprietary Salesforce.com-integrated technology to house, distribute and update that knowledge
3. Enabling sales teams to perform more effectively through training, deal coaching and win/loss analysis

For more information, please visit [www.think5600.com](http://www.think5600.com).

**About Brainshark**

Brainshark sales readiness software equips businesses with the training, coaching and content needed to prepare salespeople when, where and how they work. With Brainshark, companies can: enable sales teams with on-demand training that accelerates onboarding and keeps reps up-to-speed; validate readiness with sales coaching and practice that ensures reps master your message; and empower sales organizations with rich, dynamic content that can be created quickly, updated easily, and accessed anywhere. 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. Learn more at [www.brainshark.com](http://www.brainshark.com).

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