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# AI platforms for managing human resources in the marketing department: The Brainshark Platform as a Model

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**Abstract**---This study sought to examine the role of artificial intelligence (AI) solutions in the training and development of human resources within the marketing sector, with a particular focus on sales representatives in corporate environments. Specifically, it investigated the efficacy of the Brainshark platform as a tool for sales enablement, training, and coaching. To achieve this objective, an analytical approach was employed, incorporating a review of the latest findings from previous research in this domain. Additionally, the study analyzed data extracted from industry reports and specialized online sources. The findings underscore the significant impact of AI applications on enhancing human resource functions and improving workforce performance. The Brainshark platform, as a data-driven sales enablement solution, equips sales teams with the requisite knowledge, skills, and resources to optimize sales success. Moreover, it emerges as a leading AI-powered training tool

**Keywords**---Artificial Intelligence, Human Resources, Sales Enablement Platforms, Brainshark Platforms.

## Introduction

The domain of human resource management is experiencing a profound transformation, propelled by the rapid evolution of modern technology. At the forefront of this shift, artificial intelligence (AI) has emerged as a cornerstone in optimizing and enhancing HR processes, playing an increasingly influential role in redefining workforce management. By integrating AI-driven solutions, organizations can unlock new frontiers of efficiency and effectiveness, adapting to the ever-evolving digital landscape. AI represents a fundamental paradigm shift, revolutionizing human resource management as its technologies become deeply embedded in operational frameworks and strategic decision-making. Through the utilization of data analytics, machine learning, and automation, AI has the potential to streamline HR functions, enhance decision-making capabilities, and significantly improve overall organizational performance. This synergy of advanced technologies not only refines time management but also fosters superior outcomes, marking the advent of a new era characterized by innovation, precision, and excellence in workforce management.

As organizations progress from conventional automation to the era of advanced generative artificial intelligence, the influence of AI manifests differently across various professional domains. In response to this technological evolution, companies are increasingly integrating AI-driven tools into human resource management, with a particular emphasis on employee training and talent acquisition. This transformation extends beyond the mere optimization of time efficiency; it enables the real-time generation of critical insights, data-driven recommendations, and strategic decision-making support. These advancements signify the emergence of a new paradigm in human resource management, where AI redefines workforce development with unparalleled precision, adaptability, and intelligence.

Artificial intelligence presents vast potential in empowering organizations to navigate the complexities of the modern era, driven by the rapid evolution of its advanced tools. These technologies extend beyond mere operational efficiency, serving as catalysts for innovation and strategic transformation. Among the widely adopted AI-driven platforms, such as Retorio, Allegro, and Inkling, the Brainshark platform stands out as a pivotal tool in enhancing human resource management. It has been extensively integrated into the core functions of numerous American companies, demonstrating its efficacy in optimizing workforce performance. This technological advancement prompts critical inquiries into both the realized and prospective impacts of artificial intelligence on human resource management within the marketing sector. In light of these considerations, the present study seeks to address the following central research question: **How does the integration of artificial intelligence within the Brainshark platform contribute to the development of knowledge and competencies among human resources in the marketing department?**

To address this research question, a rigorous analytical approach was undertaken, encompassing a comprehensive review of prior studies that have explored this subject. These studies provide empirical evidence supporting the hypothesis that integrating artificial intelligence into human resource

management enhances organizational performance and drives business growth. Furthermore, data analysis was conducted using statistical insights drawn from specialized reports and digital platforms, including Growth Market Reports, Maximize Market Research, and Zion Market Research.

The significance of this study is underscored by the increasing scholarly interest in the expanding role of artificial intelligence (AI) across diverse industries and production sectors. In particular, it aims to assess the current scale of the AI market within sales enablement and investigate key projections for its future expansion. The widespread adoption of AI has fundamentally reshaped multiple business domains, with a particularly pronounced impact on sales, where it has been instrumental in enhancing corporate performance, optimizing workforce productivity, and strengthening customer engagement. Moreover, AI-driven automation has emerged as a critical enabler of operational efficiency, effectively eliminating repetitive, time-consuming tasks and streamlining workflows to drive sustained organizational success.

### **1) Previous studies:**

➤ A study conducted by Xueming Luo, Marco Shaojun, Zheng Fang, and Zhe Qu, titled *Artificial Intelligence Coaches for Sales Agents: Caveats and Solutions* (2020), explores the utilization of artificial intelligence-driven training systems for enhancing the skills and competencies of sales agents. The researchers, through a series of randomized field experiments, identify both the benefits and potential challenges associated with the deployment of AI coaches in corporate training programs. Their findings offer valuable insights into the implications of AI-assisted coaching, providing a nuanced understanding for both academic researchers and industry practitioners seeking to optimize workforce development through artificial intelligence (Xueming Luo, 2020).

➤ A study conducted by Teodora Ćormarković and Lazar Dražeta, titled *Artificial Intelligence Applications in Human Resource Management* (2022), examines the transformative impact of artificial intelligence (AI) on the field of human resource management (HRM). The study confirms that the rapid advancement of AI, particularly the increasing integration of machine learning (ML) algorithms, has precipitated significant changes within the HRM industry. Existing AI-driven applications have proven instrumental in assisting HR professionals with their daily responsibilities, enhancing decision-making processes, and providing fundamental support for broader business operations. These findings underscore the profound role of AI in optimizing HR functions and driving organizational efficiency (Ćormarković, 2022).

➤ A study conducted by Heiko Fischer, Sven Seidenstricker, and Thomas Berger, titled *Artificial Intelligence in B2B Sales: Impact on the Sales Process* (2022), provides a comprehensive analysis of the integration of artificial intelligence (AI) across various stages of the sales process. The research meticulously examines distinct use cases, illustrating how AI can enhance each phase of sales operations. The findings indicate that AI can be effectively implemented at every step of the sales cycle, with AI-generated customer and market profiles emerging as a critical factor for the successful adoption of AI-driven strategies in sales. (Heiko Fischer, 2022).

- A study conducted by Anuradha Rekhadi and Uma Devim, titled *The Impact of Artificial Intelligence in HRM: Assessing Recruitment, Performance Management, and Employee Experience* (2023), explores the transformative role of AI in human resource management. The research highlights how AI-driven recruitment tools have significantly expedited candidate selection by automating CV screening and aligning applicants with job profiles. This automation has not only enhanced efficiency but also mitigated human biases, leading to more precise and data-driven hiring decisions. Furthermore, the study underscores the benefits of real-time AI algorithm tracking, continuous performance monitoring, and the facilitation of timely feedback mechanisms. In addition to these findings, the study provides organizations with actionable insights for leveraging AI in HR functions, offering strategic guidance for seamless integration, evidence-based decision-making, and ethical considerations (Anuradha Rekhadi, 2023).
- A study conducted by Umasankar Murugesan et al., titled *A Study of Artificial Intelligence Impacts on Human Resource Digitalization in Industry 4.0* (2023), examines the transformative role of AI in the digitalization of human resource management. The findings emphasize that analyzing hierarchical organizational structures is a critical factor in achieving sustainable development, as it fosters adaptability and enhances the capabilities of human capital. This adaptability is reinforced across the five key domains in which AI is applied within HR functions. Additionally, the study highlights the pivotal role of AI-driven strategies in promoting employee well-being and workplace safety, underscoring their significance in the broader framework of AI integration within human resource management (Umasankar Murugesan).
- A study conducted by Biswabhusan Behera and Anshul Kapoor, titled *Impact of Artificial Intelligence on Human Resource Management* (2023), explores the profound implications of AI integration within HRM. The research highlights both the substantial opportunities and the inherent challenges that AI presents to HR professionals. The findings suggest that AI-driven solutions have the potential to significantly enhance key HR functions, including talent management, employee assessments, and performance monitoring. By automating and optimizing these processes, AI contributes to greater operational efficiency and a more streamlined approach to workforce management, ultimately transforming the HR landscape (Biswabhusan Behera, 2023).
- A study conducted by Gasana Kayitesi Mugisha and Kiu Publication Extension, titled *The Impact of Artificial Intelligence on Human Resource Management* (2024), highlights the transformative role of AI in enhancing the efficiency and effectiveness of HR functions. The research underscores how AI-driven automation streamlines repetitive and time-intensive HR processes, particularly those involving cognitive tasks. The study further emphasizes that AI technology has already begun reshaping the HR landscape and will continue to do so, potentially replacing certain job roles or modifying specific tasks, thereby redefining the future of workforce management (Mugisha, 2024).
- A study conducted by Nishad Nawaz et al., titled *The Adoption of Artificial Intelligence in Human Resources Management Practices* (2024), presents a significant contribution to the field by examining the specific outcomes associated with the integration of AI technologies in HRM. The research focuses on key variables, including accuracy, automation, computational power, real-time expertise, and personalization, in optimizing time efficiency and cost reduction.

Additionally, the study offers a comprehensive understanding of the anticipated impact of AI implementation in HRM, shedding light on its transformative potential in enhancing workforce management and decision-making processes (Nishad Nawaz, 2024).

➤ A study by John Deep Smith, titled *The Importance of Artificial Intelligence in Sales Management in the B2B Industry* (2024), highlights the pivotal role of sales management in driving business success. Sales managers are tasked with revenue generation, strategic sales planning, customer relationship management, and the continuous refinement of sales processes. The study underscores how AI-driven solutions are reshaping sales strategies, optimizing operational efficiency, and enhancing decision-making within the B2B sector (Smith, 2024).

## **2. Knowledge Gap:**

A critical examination of the AI-powered sales enablement platform *Brainshark*—specifically its role and impact on managing human resources within the marketing department—reveals a distinct knowledge gap between our study and prior research. While existing studies have underscored the significance of integrating generative artificial intelligence into human resource management within the marketing sector, particularly across various stages of the sales process, there remains a noticeable deficiency in research exploring the specific performance metrics used to assess the effectiveness of the *Brainshark* platform. This limitation has impeded a comprehensive understanding of its tangible impact. Moreover, previous studies have primarily focused on the theoretical benefits of AI integration without examining the long-term implications of the *Brainshark* platform on corporate outcomes, particularly in relation to actual sales figures. Our study highlights the necessity for more empirical data to substantiate claims regarding *Brainshark*'s effectiveness in sales enablement. Additionally, it emphasizes the need for further investigation into how this platform equips marketing department sales representatives with the skills required to successfully navigate and close sales transactions.

## **1. Theoretical framework:**

### **1.1. The Intersection of Artificial Intelligence and Human Resource Management:**

The field of Human Resource Management (HRM) has evolved significantly, transitioning from its traditional role of executing routine functions—such as recruitment and employee training—toward serving as a strategic business partner. In parallel, Artificial Intelligence (AI) has undergone a paradigm shift, advancing beyond its origins as a mere research tool to becoming a sophisticated framework for designing and deploying intelligent systems. Today, AI encompasses a diverse set of powerful technologies that have redefined numerous functional domains, including HRM (**Tamzid, 2023, p. 63**), by enhancing efficiency and optimizing workforce management.

The integration of AI into HRM is widely regarded as a progressive development, as it has the potential to maximize organizational value while minimizing costs (**Tamzid, 2023, p. 64**). While AI focuses on developing systems capable of reasoning and decision-making akin to human cognition, HRM remains a strategic function within organizations (**Mohamed Bouddi, 2023, p. 27**),

centered on effectively managing human capital to drive organizational success, over the decades, scholars have sought to define HRM from various perspectives. One widely accepted definition describes it as the systematic process of planning, organizing, directing, and controlling the workforce to align with a company's strategic objectives. Another perspective emphasizes HRM as an integration of policies, practices, and systems that influence employee behavior (**Biswabhusan Behera, 2023, p. 971**), ultimately fostering active participation and contributions toward achieving corporate goals. This broader definition encapsulates both strategic and behavioral dimensions, positioning HRM as a comprehensive framework that facilitates talent acquisition, employee retention, and skill development—all within the overarching context of both economic performance and social responsibility (Mugisha, 2024, p. 15).

**Artificial Intelligence (AI)** is a specialized domain within computer science dedicated to the development of systems that emulate **cognitive behaviors exhibited by humans** (Gupta, 2023, p. 257). It is broadly defined as the capability of a system to **perceive its environment, process information, and make autonomous decisions** (Mohamed Bouddi, 2023, p. 26) that enhance its effectiveness and adaptability within that environment. Through the integration of advanced algorithms, machine learning, and data-driven methodologies, AI aims to optimize decision-making processes, thereby **increasing the overall success and efficiency** of intelligent systems across diverse applications.

Alternative definitions of **Artificial Intelligence (AI)** adopt a more restrictive perspective, emphasizing specific technological domains such as **natural language processing (NLP) and pattern recognition** in images and sounds. Within this framework, AI is primarily associated with scientific fields dedicated to the **automation of cognitive functions** (Gupta, 2023, p. 257), including **language comprehension, problem-solving, and strategic planning**. Consequently, the absence of a universally accepted definition persists, as the scope and conceptualization of AI continue to evolve in response to advancements in technology and interdisciplinary research.

The field of human resource management (HRM) has undergone a profound transformation with the integration of digital technologies, fundamentally reshaping both its operational framework and strategic approach. Organizations have increasingly leveraged advancements such as the Internet and computing technologies to enhance productivity, streamline processes (Biswabhusan Behera, 2023, p. 972), and optimize cost management, thereby strengthening their competitive position in the market. This digital evolution has facilitated the incorporation of AI-driven tactical practices within HR functions, enabling more **data-driven decision-making and process automation**. As AI contributes to the development of **sustainable business models** (Aparva, 2023, p. 394), the exponential growth of **organizational, individual, and task-related data**—for which HR plays a critical role—has necessitated its integration into various strategic and operational HRM processes, however, the advancement and expanding functionality of **artificial intelligence (AI) in human resource management (HRM)** necessitate a comprehensive understanding of its current role in **tactical HR processes**. As AI-driven components evolve, they independently **learn, adapt, and refine their capabilities**, enabling them to

deliver increasingly sophisticated responses to the dynamic conditions and complexities of HR management.

Artificial intelligence (AI) is increasingly revolutionizing **human resource management (HRM)** by optimizing processes, enhancing decision-making, and significantly improving overall operational efficiency. In the domain of recruitment, AI-driven algorithms are capable of analyzing vast volumes of resumes, evaluating candidate suitability with high precision, and even conducting preliminary interviews through chatbots or video-based assessments. This automation substantially minimizes the time and effort traditionally required for manual screening, enabling HR professionals to allocate resources more strategically while enhancing the accuracy and effectiveness of talent acquisition. Artificial intelligence (AI) serves as a transformative force in performance management, leveraging advanced data analytics to monitor employee performance, forecast future potential, and deliver tailored feedback. Moreover, AI-driven tools empower human resource managers to identify skill gaps with precision, enhance talent development strategies, and foster greater employee engagement through dynamic and continuous feedback mechanisms. By integrating AI into these processes, organizations can cultivate a more adaptive and data-informed approach to workforce management, ultimately driving both individual and organizational growth (**Mugisha, 2024, p. 15**). While artificial intelligence (AI) presents numerous **advantages in** human resource management, its implementation must be carefully balanced with human oversight to uphold fairness, ethical integrity, and emotional intelligence in decision-making. This is particularly critical in sensitive domains such as recruitment and employee well-being, where the nuanced judgment of human professionals remains indispensable. The integration of AI into HR practices holds significant potential for fostering efficient, objective, and data-driven decision-making, ultimately enhancing the strategic management of human capital while ensuring ethical and equitable outcomes.

### **1.2. Advantages of Artificial Intelligence in Human Resource Management:**

Artificial intelligence (AI) offers substantial benefits to human resource (HR) operations, streamlining tasks related to recruitment, employee management, and administrative functions. Beyond its role in automating routine processes, AI also provides valuable strategic insights, enabling data-driven decision-making that enhances organizational effectiveness. While the potential of AI to revolutionize HR practices is widely acknowledged, uncertainty persists regarding its optimal integration and the full extent of its capabilities. Moreover, concerns about job displacement continue to shape discussions surrounding its implementation. Rather than perceiving AI and other emerging technologies as threats to traditional roles, a more constructive perspective views them as tools for augmenting human performance and productivity. Within HR and talent acquisition (TA) functions, numerous tasks can be efficiently managed through AI and automation, allowing HR professionals to allocate more time to complex, human-centered responsibilities that require critical thinking, emotional intelligence, and strategic vision. The transformative potential of AI in HR is undeniable, and the following sections outline its key advantages in modern workforce management (Jobylon., 2024):

➤ ***Time Efficiency in AI-Driven Human Resource Management:***

One of the most significant advantages of integrating artificial intelligence (AI) and automation into human resource (HR) operations is the substantial enhancement of time efficiency. AI-driven solutions streamline labor-intensive tasks, allowing HR professionals to redirect their focus toward strategic initiatives and human-centered responsibilities that require critical thinking, emotional intelligence, and professional expertise. A notable application of AI in HR is within the recruitment process. Traditionally, hiring managers and recruiters manually sift through vast volumes of applications, a time-consuming and often inefficient endeavor. AI-powered recruitment tools, leveraging machine learning algorithms, can rapidly analyze extensive applicant pools, identify the most qualified candidates based on predefined criteria, and recommend individuals whose skills and experience align with specific job requirements. While AI excels at processing large datasets with unparalleled speed and accuracy, human oversight remains essential, particularly in critical decision-making areas such as candidate selection. The combination of AI-driven efficiency and human expertise ensures a balanced, fair, and effective recruitment process that optimizes both productivity and decision quality (Shenbhagavadivu, 2024, p. 119).

➤ ***Cost-Effectiveness of Artificial Intelligence in Human Resource Management:***

The integration of artificial intelligence (AI) in human resource management offers substantial cost-effectiveness by enhancing operational efficiency and optimizing resource allocation. AI-powered tools can execute complex tasks in a fraction of the time required by human professionals, significantly reducing labor-intensive processes and operational expenditures. A key advantage of AI lies in its ability to analyze vast datasets instantaneously, extract meaningful insights, and identify patterns with high accuracy. In the context of talent acquisition, AI-driven analytics can determine the most effective recruitment channels, guiding organizations in strategically allocating their budget and efforts toward sources that yield the highest-quality candidates. Furthermore, by accelerating repetitive tasks, AI contributes to cost savings by minimizing the time and resources traditionally devoted to manual processes. This intelligent automation not only reduces administrative burdens but also enables HR departments to optimize workforce productivity and strategically allocate both human and material resources, ultimately enhancing organizational performance and financial sustainability (Fadi, 2022).

➤ ***Mitigating Bias in the Recruitment Process Through Artificial Intelligence :***

One of the significant advantages of integrating artificial intelligence (AI) in human resource management (HRM) is its potential to reduce bias in recruitment and selection processes. Traditional hiring methods may be susceptible to unconscious biases, which can influence decision-making and hinder workplace diversity. AI-driven recruitment systems, however, are designed to prioritize objective criteria, such as candidates' qualifications, skills, and experience, thereby fostering a more equitable and inclusive hiring process. By filtering out personal identifiers—such as age, gender, geographic location, and other demographic details—AI ensures that hiring decisions are based solely on merit rather than subjective or extraneous factors. This data-driven approach not only enhances fairness and transparency in candidate evaluations but also empowers

HR professionals to identify and select top talent based on competencies that align with the organization's strategic goals (Mohand, 2023, p. 36).

➤ ***Enhancing the Employee Experience Through Artificial Intelligence:***

The integration of artificial intelligence (AI) tools and solutions within human resource management presents a transformative opportunity to elevate the employee experience. By automating repetitive administrative tasks, AI alleviates workload burdens, enabling employees to focus on more strategic and value-driven activities. This not only enhances job satisfaction but also fosters a more engaging and productive work environment. Moreover, AI-driven platforms facilitate continuous learning and skill development, allowing employees to acquire new and relevant technical competencies that contribute to both individual career growth and organizational success. Investing in employee experience initiatives not only promotes workforce well-being but also strengthens the employer brand, positioning the organization as a preferred workplace. Ultimately, a workforce that feels supported and empowered through AI-driven innovations is more likely to demonstrate higher retention rates, increased motivation, and sustained productivity (Mostafa, 2024, p. 18). Artificial intelligence (AI) has a wide range of applications within the field of human resources, significantly enhancing operational efficiency and streamlining administrative processes. One of its most notable applications is in recruitment and talent acquisition, where AI-powered solutions have become increasingly prevalent in human resource management (HRM). These technologies facilitate the entire recruitment process by automating key tasks, such as scheduling interviews and generating relevant interview questions. Furthermore, AI assists human resource teams in screening large pools of applicants and assessing their qualifications, thereby enabling the identification of the most suitable candidates for available positions with greater accuracy and efficiency.

➤ ***Cybersecurity:***

Artificial intelligence (AI) is susceptible to cybersecurity threats, particularly during the training phase when machine learning algorithms are developed. One significant vulnerability arises from data poisoning attacks, in which malicious code or misleading information is introduced into training datasets. Such attacks have the potential to compromise numerous iterations of a machine learning model, ultimately leading to erroneous decision-making across the company's network. To mitigate these risks, business leaders must collaborate closely with IT departments and security operations centers to develop comprehensive strategies that safeguard AI initiatives throughout their entire lifecycle (IBMConsulting, 2023).

### **1.3. Global Artificial Intelligence Market in Human Resources: Scope and Significance:**

The human resource management (HRM) function plays a pivotal role in overseeing and optimizing workforce operations within organizations. It encompasses a broad spectrum of strategic activities, including workforce planning, talent acquisition, recruitment, deployment, performance management, and employee engagement. The primary objective of HRM is to enhance employee performance in alignment with the organization's strategic goals, ensuring both operational efficiency and long-term organizational success (Mohand, 2023, p. 37). As the global artificial intelligence (AI) market in HRM continues to expand, AI-driven solutions are increasingly reshaping traditional HR practices, fostering

greater efficiency, precision, and data-driven decision-making across various HR functions.

AI-powered human resource management tools have significantly enhanced organizational communication, employee experience, and managerial efficiency. By facilitating dynamic, bidirectional communication strategies, these technologies empower HR managers to operate more effectively, thereby optimizing overall HR productivity. This transformative impact has led to the widespread adoption of AI-driven platforms in HR management across industries on a global scale. The following figure illustrates the expansion of the artificial intelligence market within the domain of human resource management (Raksha Sharma, 2024), highlighting its growing influence and strategic importance.



Figure 1: The growing market size of artificial intelligence integrated into the human resources function

Source: <https://growthmarketreports.com/report/artificial-intelligence-in-human-resource-market-global-industry-analysis>

The figure above illustrates the substantial growth of the global artificial intelligence (AI) market in human resources (HR), which was valued at approximately USD 3.91 billion in 2022 and is projected to reach USD 14.83 billion by 2031, expanding at a compound annual growth rate (CAGR) of 16.21% from 2023 to 2031. This growth is primarily driven by the increasing demand for automation in HR processes, as organizations seek to enhance efficiency and reduce operational costs.

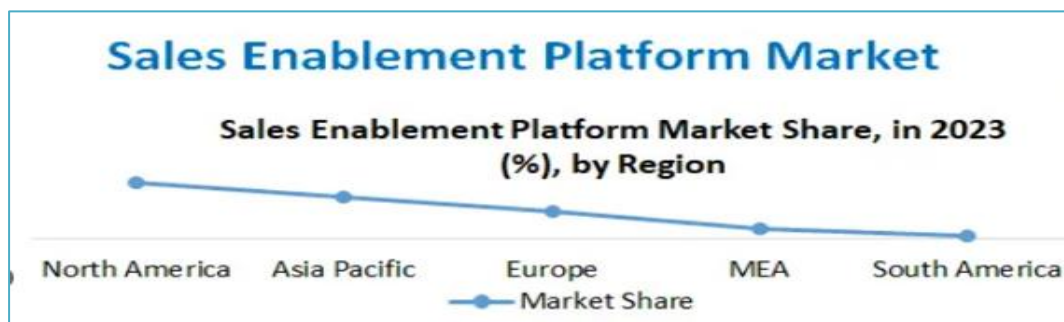
AI-driven human resources technology (HRTech) leverages advanced algorithms to collect and analyze data automatically, thereby mitigating biases in decision-making. By utilizing historical data and behavioral patterns, AI has the capability to make more precise and objective decisions than traditional human-based approaches. HRTech is a broad term encompassing both software and associated hardware solutions that facilitate and automate a wide array of HR functions. These include recruitment and training (Raksha Sharma, 2024), payroll management, employee communication, performance evaluation, and talent

management, ultimately enhancing workforce productivity and strategic HR operations.

## 2. Sales enablement and artificial intelligence platforms:

### 2.1. Market Size of Sales Enablement Platforms:

A sales enablement platform is an advanced software solution designed to equip sales teams with the necessary tools, content, and analytical capabilities to engage prospects effectively throughout the sales cycle. These platforms encompass a wide range of functions, including content management, sales training, performance analytics, and sales process automation (maximizemarketresearch, 2024). By integrating these features, sales enablement platforms enhance the efficiency and effectiveness of sales teams, ultimately contributing to improved customer engagement and increased revenue generation. These advancements are designed to enhance productivity and efficiency, ultimately driving revenue growth. The global market for sales enablement platforms is experiencing rapid expansion, fueled by the increasing integration of digital technologies into sales processes and a growing emphasis on optimizing their effectiveness. Market projections indicate that the sector is expected to reach a valuation of several billion dollars by 2030. A key innovation in this domain is the incorporation of AI-driven sales training, which personalizes learning experiences for individual sales representatives. This adaptive approach tailors training to the pace and learning style of each salesperson, provides real-time feedback, and refines training sessions to target areas requiring improvement. By leveraging AI in this manner, the efficiency and effectiveness of sales training are maximized, ensuring that every learning opportunity delivers a meaningful impact (Kyranakis, 2025).



**Figure 2:** Sales enablement platforms market

**Source:** <https://www.maximizemarketresearch.com/market-report/sales-enablement-platform-market/148460/>

In 2023, the sales enablement platform market was valued at approximately USD 2.31 billion. Forecasts indicate that the market will experience significant growth, with an expected compound annual growth rate (CAGR) of 20.2% from 2024 to 2030 (maximizemarketresearch.com, 2025), ultimately reaching an estimated valuation of USD 8.37 billion by the end of the forecast period.

## 2.2. Growth Drivers of the Sales Enablement Platforms Market:

Artificial intelligence (AI) and automation are fundamentally reshaping sales enablement platforms, enhancing their capabilities to streamline sales processes and improve productivity. The integration of AI-driven features, as exemplified by Bigtincan's sales enablement automation platform, demonstrates how advanced technologies are revolutionizing the market to address evolving customer demands. Similarly, strategic acquisitions, such as Mindtickle's acquisition of Enable Us and Rallyware's acquisition of Myagi, underscore how consolidation efforts enhance platform functionality and contribute to market expansion by offering comprehensive, end-to-end solutions (zionmarketresearch.com, 2024).

The shift toward remote work has further accelerated the demand for sales enablement platforms that facilitate digital collaboration, training, and mentoring. The increased adoption of platforms such as Highspot and Mindtickle during the pandemic highlights how these solutions have adapted to support the needs of remote sales teams by delivering engaging and effective sales enablement experiences. Beyond traditional sales teams, sales enablement platforms are broadening their scope to support additional departments, such as marketing services, and expanding into new industries, including retail (zionmarketresearch.com, 2024). A notable example is TigerLRM, which has extended its offerings through a free sales enablement platform, illustrating the market's trend toward diversification to accommodate a wider range of customers and industries. These growth drivers point to a promising future for the sales enablement platform market, characterized by continuous innovation, strategic partnerships, and an expanding array of use cases that will sustain long-term market growth (zionmarketresearch.com, 2024).

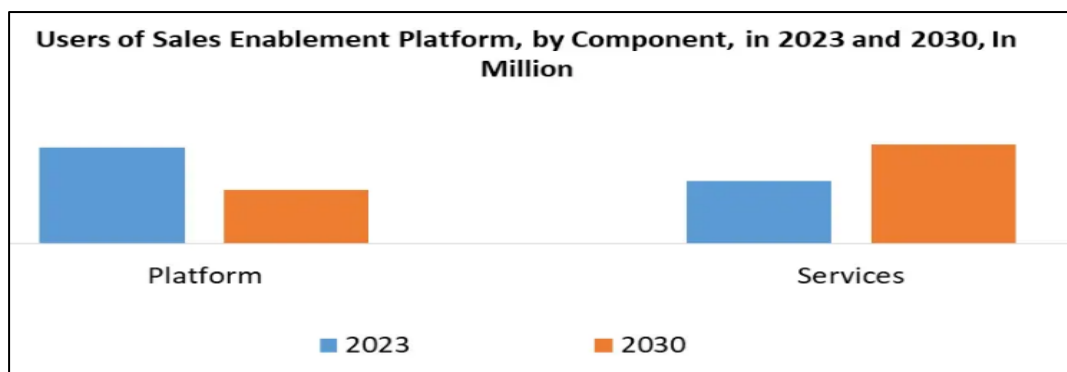


Figure 3: Number of users of sales enablement platforms by components between 2023-2030

Source: <https://www.maximizemarketresearch.com/market-report/sales-enablement-platform-market/148460>

The figure illustrates the growth trends in the number of sales enablement platform users between 2023 and 2030, with the most significant expansion observed in the services sector. In 2023, the market size for sales enablement platforms was estimated at approximately USD 2.31 billion. Projections indicate that total market revenues will grow at a compound annual growth rate (CAGR) of 20.2% from 2024 to 2030, reaching an estimated USD 8.37 billion by the end of

the forecast period (maximizemarketresearch.com, 2025), several factors drive this growth and expansion, with strategic acquisitions playing a particularly significant role. Acquisitions contribute to the development of unified sales enablement platforms, as exemplified by Mindtickle's acquisition of Enable Us. This merger integrated sales functions with buyer enablement within a single platform, fostering market growth and delivering enhanced value to sales organizations globally. Such integrations facilitate seamless digital collaboration between sales representatives and buyers, ultimately improving engagement and efficiency within the sales process.

This advancement results in accelerated sales cycles and more predictable revenue growth. The introduction of Highspot Copilot further highlights the potential of generative artificial intelligence in optimizing sales processes and enhancing salesperson productivity. By automating routine tasks, offering strategic guidance (Fadi, 2022, p. 4), and facilitating seamless collaboration, this innovation addresses the increasing demand for intelligent solutions that enhance sales effectiveness. Consequently, such developments contribute to the expansion of the sales enablement platform market and drive the widespread adoption of sales enablement technologies.

The Highspot initiative, in conjunction with Highspot University, underscores the significant market growth potential by empowering customers through education and skill development. This is achieved through the provision of centralized learning resources, certification programs, and specialized workshops. Highspot University enables organizations to maximize the value of their investments in sales enablement by implementing strategic enablement practices effectively. This emphasis on education aligns with the anticipated increase in sales enablement budgets, reflecting the growing market demand for comprehensive training solutions that drive long-term sales success. Similarly, Rallyware's acquisition of Myagi highlights market expansion opportunities by advancing retail performance enablement. Through the integration of retail sales enablement capabilities into its platform, Rallyware extends its reach within the retail sector, offering solutions that enhance product knowledge (Gupta, 2023, p. 260), strengthen brand promotion, and optimize sales performance. The expansion of sales enablement technologies into new industries signifies the increasing market potential for these platforms to address diverse customer needs and deliver tailored solutions across various sectors. This, in turn, is driving the growth of the sales enablement platform market while fostering industry-wide innovation.

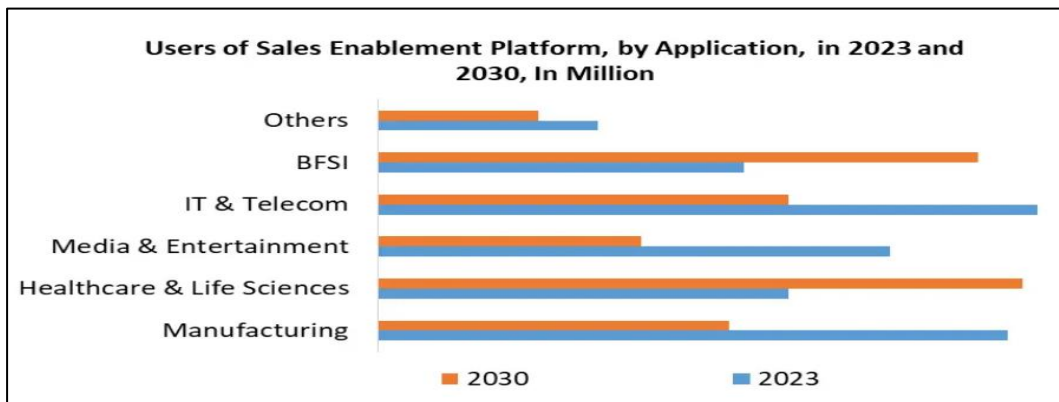


Figure 3: Number of platform users via application

Source: <https://www.maximizemarketresearch.com/market-report/sales-enablement-platform-market/148460/>

In the contemporary business landscape, an increasing number of companies are recognizing the significant impact of sales enablement on their financial performance. Empirical evidence supports this trend; for instance, the fifth annual *Sales Enablement Study* by CSO Insights revealed that organizations with a dedicated sales enablement function experienced a 15.3% (Brainshark, 2021) improvement in their lead-to-deal conversion rates compared to those without such a function. Brainshark serves as a cornerstone of an effective sales readiness strategy, equipping sales teams with the necessary knowledge and skills while providing mechanisms to assess their preparedness and directly link it to revenue outcomes. Furthermore, as illustrated in the accompanying figure, the adoption of sales enablement platforms is projected to witness substantial growth between 2023 and 2030 (Brainshark, 2021), particularly within the healthcare, life sciences, and banking, financial services, and insurance (BFSI) sectors. This expansion is expected to surpass growth rates observed in the industrial, communications, and other sectors, underscoring the increasing relevance of these platforms across diverse industries.

### 2.3. Challenges in Implementing Sales Enablement Platforms:

➤ *Initial Costs and Integration Complexities:* The implementation of sales enablement platforms presents considerable financial and technical challenges. A significant barrier is the substantial upfront investment required for software licensing, platform customization, and employee training. Mid-sized enterprises, in particular, often face budgetary constraints when considering the adoption of comprehensive solutions such as Seismic or Showpad, limiting their ability to fully leverage these technologies for sales optimization. Beyond financial considerations, the integration of sales enablement platforms with existing customer relationship management (CRM) systems (zionmarketresearch.com, 2024), marketing automation tools, and other enterprise software introduces additional complexities. The process is often time-intensive and technically demanding, requiring significant resources to ensure seamless interoperability. For instance, integrating Salesforce with a sales enablement tool such as Brainshark can result in compatibility challenges, leading to delays, operational

inefficiencies, and increased implementation costs. These integration hurdles further complicate the adoption of sales enablement platforms, posing obstacles to their effective deployment and utilization.

➤ *Privacy, Security, and Customization Challenges in Sales Enablement Platforms:* The storage and management of sensitive customer data within sales enablement platforms present significant privacy and security concerns. Organizations must adhere to stringent regulatory frameworks, such as the General Data Protection Regulation (GDPR), which necessitate the implementation of additional safeguards to ensure data protection and compliance. For instance, platforms like Bigtincan and Seismic require robust security measures to mitigate risks associated with data breaches and unauthorized access, thereby adding complexity to their deployment and maintenance. Additionally, limited customization capabilities in some sales enablement platforms pose a challenge for businesses seeking tailored solutions that align with their specific operational and branding requirements. Certain platforms, such as Highspot and Showpad (zionmarketresearch.com, 2024), offer restricted user interface (UI) customization options, making it difficult for organizations to adapt the platform's design and functionality to reflect their brand identity. This lack of flexibility may hinder user adoption and reduce the overall effectiveness of the platform in meeting an organization's unique sales enablement needs.

➤ *Connectivity Challenges in Sales Enablement Platforms:* The heavy reliance of sales enablement platforms on stable Internet connectivity presents significant challenges, particularly in regions with inadequate network infrastructure. In such areas, sales professionals may encounter difficulties in accessing critical content, updating customer information, or utilizing key platform functionalities in real time. For instance, sales representatives operating in remote locations may experience disruptions when using platforms such as Outreach or Brainshark, limiting their ability to engage effectively with clients and manage sales processes efficiently (zionmarketresearch.com, 2024). These connectivity constraints can hinder the seamless operation of sales enablement platforms, potentially impacting overall sales performance and productivity.

➤ *Adoption Challenges: Resistance from Sales Teams:* The successful implementation of sales enablement platforms is often impeded by a lack of support and engagement from sales teams. Resistance to adoption can stem from perceptions that the platform is overly complex or adds little value to existing workflows. For instance, if sales professionals regard platforms such as Bigtincan or Seismic as cumbersome or nonessential, they may underutilize key features, thereby diminishing the platform's overall effectiveness (zionmarketresearch.com, 2024). This reluctance to integrate sales enablement tools into daily operations can significantly undermine their potential to enhance sales performance and productivity.

➤ *Scalability Challenges in Sales Enablement Platforms:* As organizations expand, their sales enablement strategies must adapt accordingly, necessitating platforms that can scale efficiently to support a growing user base, increasing data volumes, and enhanced functionalities. However, scalability constraints can pose significant challenges, particularly for rapidly growing enterprises. For instance, a

small startup utilizing a platform such as Allego may encounter limitations in accommodating an expanding sales team, ultimately requiring a transition to a more robust and scalable solution, such as Showpad or Seismic. Ensuring seamless scalability is essential for maintaining operational efficiency and sustaining long-term sales enablement effectiveness (zionmarketresearch.com, 2024).

### **3. Generative AI For The Brainshark Platform**

#### **3.1. Brainshark: A Comprehensive Sales Enablement Platform:**

Brainshark is a leading sales enablement platform designed to support organizations in creating dynamic content for sales training, onboarding, and operational efficiency. Developed by a privately held technology company headquartered in Waltham, Massachusetts, Brainshark offers a comprehensive web-based product suite aimed at enhancing sales readiness. Officially launched in April 2016 (Hameed, 2018), the platform's core functionality revolves around equipping sales representatives with the necessary training, guidance, interactive content, and data-driven insights to improve their engagement with both prospective and existing clients. By fostering better sales conversations and enhancing preparedness (appexchange, 2024), Brainshark ultimately aims to increase deal closures and drive overall sales performance.

The Brainshark platform serves as an effective tool for developing customer-centric presentations and e-learning courses aimed at enhancing the performance of internal teams. Its versatility allows content to be delivered as webinars or transformed into multimedia-rich, interactive videos, thereby improving engagement and knowledge retention. As a cloud-based business solution, Brainshark enhances productivity across sales, marketing, and corporate training functions by streamlining content creation and delivery. Moreover, its robust sales enablement capabilities facilitate a more efficient sales cycle, improve conversion rates, and provide greater visibility into sales operations, additionally (enlyft.com, 2025), the platform's integrated mentoring and training features enable organizations to optimize learning processes, ultimately reducing costs and saving time while fostering continuous skill development.

Brainshark is a robust sales enablement platform designed to assist organizations in developing personalized sales coaching and training content. Recognized for its comprehensive suite of sales enablement solutions, Brainshark leverages data-driven methodologies to transform corporate training (Benjamin, 2023), streamline the onboarding process for sales representatives, and enhance overall productivity. Widely adopted across various industries, the platform is utilized for multiple sales enablement functions, including new employee training, video-based learning, product launch education, and key organizational knowledge development. Its impact extends beyond sales teams, as it also serves as an essential training resource for marketing professionals. As a multifaceted learning tool, Brainshark empowers companies to optimize performance and achieve higher levels of efficiency. Currently, approximately 1,317 organizations worldwide leverage Brainshark for their sales and training initiatives (Benjamin, 2023). The following figure provides an overview of the geographic distribution of companies utilizing the platform on a global scale:

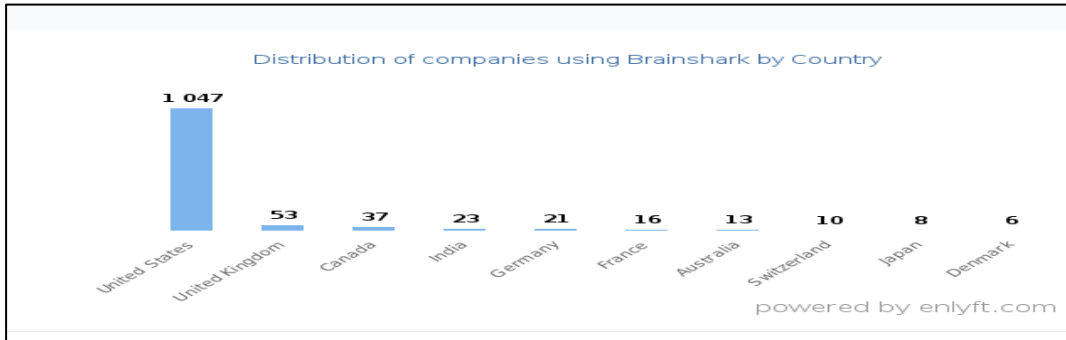


Figure 4: Distribution of platform clients by country  
 Source: <https://enlyft.com/tech/products/brainshark>

The majority of companies utilizing Brainshark are based in the United States, with a significant concentration in the computer software industry. Notably, 79% of Brainshark's customer base is located in the U.S., and the platform is predominantly adopted by large enterprises with workforces exceeding 10,000 employees and annual revenues surpassing \$1 billion (Benjamin, 2023). Among the most prominent organizations leveraging Brainshark are Cognizant Technology Solutions Corp, SHI International Corp, and Slalom, LLC. The following table presents a selection of companies that have integrated Brainshark into their sales enablement and training strategies.

**Table 1:** The largest companies that use the platform

Company	Website	Country
<a href="#">Accenture PLC</a>	accenture.com	Ireland
<a href="#">Cognizant Technology Solutions Corp</a>	cognizant.com	United States
<a href="#">SHI International Corp.</a>	shi.com	United States
<a href="#">Slalom, LLC</a>	slalom.com	United States
<a href="#">Infosys Ltd</a>	infosys.com	India

**Source:** <https://enlyft.com/tech/products/brainshark>

When looking at Brainshark's customers by industry, we find that computer software (10%), insurance (8%), financial services (8%), and information technology and services (8%) are the largest sectors, as shown in the following graph:

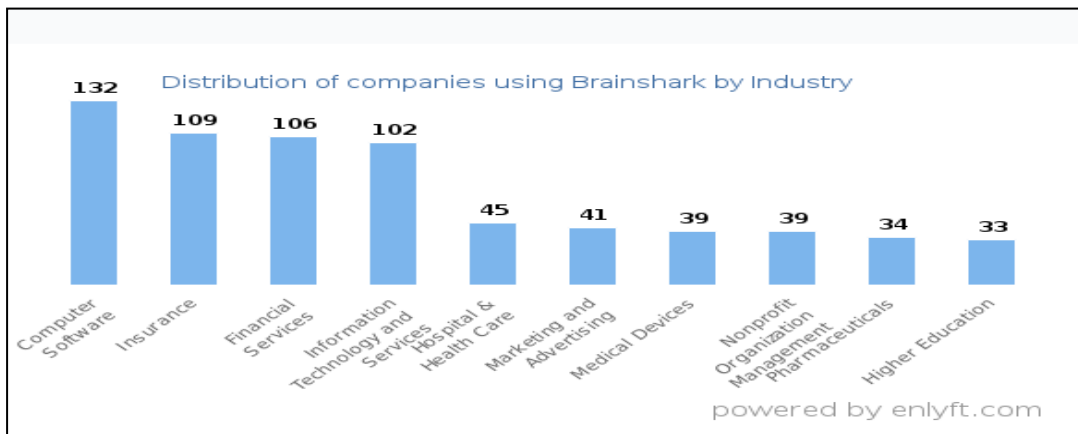


Figure 5: Distribution of platform clients according to economic sectors

Source: <https://enlyft.com/tech/products/brainshark>

Brainshark holds an estimated 0.4% share of the overall sales enablement platform market, with its primary adoption concentrated in the services sector. As illustrated in the previous figure, the platform is extensively utilized across various service-based industries, including computing and programming services, insurance, banking, and information services. Additionally, although to a lesser extent, Brainshark is also employed in sectors such as healthcare—encompassing hospitals, medical, and pharmaceutical services—as well as higher education institutions (Bigtincan.Marketing, 2024). This diverse industry adoption underscores Brainshark’s versatility in facilitating sales enablement and training across multiple professional domains.

### 3.2. Brainshark’s Training Solutions for Sales Representatives

Brainshark’s platform serves a diverse and distinguished customer base across a wide range of industries. Its solutions are highly adaptable, catering to various sales training and enablement needs. The following sections outline the platform’s most effective use cases and key solutions designed to enhance sales performance and workforce readiness (yoodli.ai, 2024):

#### ➤ **Sales Guidance and Training: Enhancing Workforce Readiness:**

One of the most widely utilized features of the Brainshark platform is its robust guidance and training capabilities. Organizations can leverage these tools to facilitate structured onboarding programs, mandatory training sessions, and continuous professional development for new employees (yoodli.ai, 2024). The platform provides educational resources designed to reinforce learning and mitigate knowledge retention challenges, allowing sales representatives to train anytime and anywhere through the Brainshark Mobile application. Upon completing mandatory training and fulfilling designated requirements, new representatives receive certifications and digital badges, serving as formal acknowledgments of their progress. Additionally, readiness scorecards offer clear insights into employee acclimatization, enabling management to assess workforce preparedness and identify necessary training interventions (Gillitzer, 2024). The platform also allows administrators to track and document training outcomes using familiar presentation software. With interactive assessments, defined

completion criteria, and readily accessible learning modules, Brainshark ensures that trainees—regardless of their location—can engage with and revisit training content as needed, fostering a seamless and effective learning experience.

➤ ***Training and Skill Development: AI-Driven Sales Enablement:***

Brainshark is widely recognized for its advanced training and practice capabilities, particularly its integration of artificial intelligence (AI) to enhance sales performance. The platform employs AI-powered training assessments and real-time feedback mechanisms to help sales representatives refine their skills through both video-based and text-based evaluations. By fostering continuous learning and skill development, Brainshark aims to empower representatives, instill confidence, and ultimately improve sales success rates (yoodli.ai, 2024). A core function of Brainshark is comprehensive sales training. Beyond conventional skill assessments, the platform enables trainees to record and review video presentations, allowing them to evaluate and refine their sales techniques, communication, and other essential soft skills. Additionally, given the inherently competitive nature of sales professionals, Brainshark offers an optional leaderboard feature, fostering a gamified environment where representatives can track their progress and benchmark their performance against peers (Gillitzer, 2024). This competitive tracking further enhances engagement and motivation, reinforcing skill development within sales teams.

➤ ***Readiness Scorecards: AI-Driven Performance Assessment:***

Brainshark's readiness scorecards are among its most distinctive and widely recognized features. Leveraging generative artificial intelligence, these scorecards provide enablement leaders with comprehensive insights into team performance, offering a clear visualization of individual progress. This analytical approach allows managers to accurately assess how employees compare to their peers, facilitating data-driven decision-making in sales training and development. By identifying skill gaps early, readiness scorecards help organizations address potential deficiencies before they negatively impact sales performance. Moreover, company leaders can efficiently track progress across teams, identifying emerging trends through key performance indicators (KPIs) and top performance scores. With Brainshark's seamless integration capabilities, managers gain real-time visibility into their team's development (yoodli.ai, 2024), enabling them to implement targeted strategies that enhance motivation, drive continuous improvement, and optimize overall sales effectiveness.

➤ ***Content Authoring: Enhancing Sales Enablement Through Interactive Media:***

Brainshark's content authoring capabilities enable organizations to transform conventional materials, such as PowerPoint presentations, web pages, and text documents, into interactive and dynamic presentations for both internal and external use. Sales representatives can further personalize these materials by incorporating their own video recordings or uploading custom audio, thereby enhancing engagement and tailoring content to specific audiences (Gillitzer, 2024). A key feature of Brainshark's content creation tools is its ability to provide real-time notifications to managers, alerting them when customers have viewed the content. This functionality allows for more strategic follow-ups and improved customer engagement. Additionally, businesses can leverage the platform to develop educational content, ensuring that training materials remain current, interactive, and aligned with organizational objectives. The platform's flexible authoring tools facilitate seamless content creation, updates, and accessibility

from any location (yoodli.ai, 2024), fostering collaboration and efficiency in sales training and knowledge dissemination.

### **3.3. Advancing Artificial Intelligence Integration Within the Platform:**

Recent developments in Brainshark's artificial intelligence capabilities have been accompanied by a comprehensive redesign of its user interfaces, aimed at enhancing the overall user experience. The updated design prioritizes visual refinement while preserving the platform's core functionalities, ensuring both continuity and improved usability for customers. Key advancements in the platform's AI-driven enhancements include (Bigtinca.Marketing, 2024):

- A unified framework for sales readiness and enablement, streamlining processes and optimizing performance;
- An enhanced, intuitive user interface that emphasizes branding consistency and ease of navigation;
- A diverse array of design options and content formats, incorporating dynamic interactions to enrich engagement and adaptability.

- **Conversational AI Integration:** The Brainshark platform incorporates unified integration solutions designed to enhance operational efficiency and deliver added value to users' daily workflows. Among its most advanced training tools is Conversational AI, which optimizes sales teams' potential by leveraging Voice Vibes technology within the Brainshark Coach feature. This integration has led to the development of sophisticated voice analysis engines that assess key speech characteristics. Through Voice Vibes technology, Brainshark Coach evaluates factors such as clarity, pacing, and redundancy in speech patterns, analyzing recordings across 20 tonal dimensions—both positive and negative—including confidence, authenticity, and arrogance. By leveraging predictive voice analytics, the platform can assess how prospective buyers may perceive a salesperson's voice, ultimately enabling sales representatives to refine their communication styles, build stronger client relationships, and enhance overall engagement.

These improvements reflect the platform's commitment to leveraging AI-driven innovation to refine user experiences while maintaining the robustness and effectiveness of its sales enablement capabilities.

### **3.4. Growth and Expansion in Platform Utilization:**

The adoption of sales enablement platforms has experienced substantial growth in recent years, particularly during the COVID-19 pandemic. This expansion has been most pronounced among large organizations and industries that require robust sales training and sales readiness solutions. The increasing reliance on these platforms can be attributed to their advanced analytics capabilities and AI-powered training, which enhance the effectiveness of sales teams and optimize overall performance. Centralized content management has emerged as a key driver of both the adoption and retention rates of sales enablement platforms.

(Brainshark, 2021) The primary catalyst for this surge was the widespread transition to remote work, which led companies to rely on Brainshark to enhance their sales readiness. Furthermore, customer retention for new business on the platform rose significantly, increasing by 38% between 2019 and 2020 to reach 71%, reflecting strong customer confidence in the platform's capabilities (Brainshark, 2021). Regarding the composition of Brainshark's client base, the distribution is as follows:

Table No 2: Distribution of platform customers according to size and refrigerators

<b>Standard</b>	<b>ratio</b>	<b>ratio</b>
Company size	Large companies (> 1000 employees):	50% Medium companies: 35%.
Revenue segments	Large revenues (> \$1,000 million) 53%	Medium revenues: 17%. Small revenues (less than \$50 million): 26%

Source: <https://www.bigtincan.com/resources/sales-readiness-solution-brainshark-improved-customer-experience>

#### **4. Disadvantages of the Brainshark Platform:**

##### **4.1. Key Advantages of Brainshark:**

One of the most frequently cited advantages of the Brainshark sales enablement platform is (yoodli.ai, 2024):

- its well-designed and user-friendly interface. Users consistently report that the platform's intuitive design facilitates seamless navigation and task completion with minimal effort. This ease of use enhances overall productivity, allowing sales professionals to efficiently engage with training materials, access critical resources, and optimize their learning experience without encountering significant technical barriers.

- Advanced and Comprehensive Content Creation Capabilities: Another widely recognized strength of the Brainshark platform is its robust and versatile content creation features. Users highly appreciate the extensive customization options available, enabling them to tailor content to meet specific organizational needs. The platform offers a diverse range of specialized tools that facilitate the development of engaging and dynamic training materials. As a result, organizations have been able to streamline and enhance their internal content creation processes, improving efficiency and the overall effectiveness of their sales training and enablement initiatives.

- Seamless Integration Capabilities: A key advantage of the Brainshark platform lies in its seamless integration capabilities, allowing users to incorporate other software tools and platforms effortlessly. This functionality enables organizations to import pre-existing content into Brainshark, optimizing workflow efficiency and reducing the time required for content development and deployment. Users have reported that these integration features enhance team productivity by facilitating the alignment of Brainshark with their established processes and technological ecosystems, ultimately streamlining operations and improving overall performance.

##### **4.2. Limitations of the Brainshark Platform:**

While the majority of user feedback regarding Brainshark is favorable, certain limitations have been identified that warrant consideration. Prospective users should carefully evaluate these challenges when assessing the platform's suitability for their specific needs. The following are some of the key disadvantages associated with Brainshark's implementation (yoodli, 2024) :

- Brainshark presents a relatively steep learning curve, as reported by some users who find the platform challenging to navigate and utilize effectively. The

complexity of its interface and functionality may require a period of adjustment, potentially posing initial difficulties for new users. However, this challenge can be mitigated with a dedicated approach to learning the software. With sufficient time and commitment, users can develop proficiency in leveraging Brainshark's capabilities to their full potential.

➤ Some users have reported intermittent playback issues, even with smaller file sizes. Such technical difficulties may negatively impact the overall viewing experience and contribute to user frustration. Addressing these issues through optimization and system improvements would be essential to enhancing the platform's reliability and user satisfaction.

➤ Brainshark offers limited customization options, which some users have identified as a constraint. While this may not inherently be a disadvantage, user feedback suggests a strong preference for greater flexibility in personalization. Reviews indicate a particular demand for enhanced video editing capabilities and the ability to add section headings, which would facilitate more structured and engaging presentations. Expanding customization features could significantly improve user experience and content effectiveness within the platform.

## **Conclusion**

Artificial intelligence (AI) has become a driving force for innovation and efficiency across various industries, revolutionizing business operations by automating routine tasks and providing deep insights into complex data sets. One of the most profound areas of AI impact is sales training and strategy development, where it has fundamentally reshaped how sales teams are trained. AI-driven solutions enable personalized learning experiences tailored to individual needs, deliver real-time feedback, and integrate seamlessly with existing corporate tools. The benefits are evident: accelerated sales cycles, deeper insights into customer behavior, and more effective training programs. In today's increasingly complex sales landscape, AI is no longer a supplementary feature but a critical component for maintaining a competitive edge.

AI-driven sales training represents a paradigm shift, offering a more personalized and effective approach to skill development. By analyzing individual performance, AI adapts training content to enhance learning outcomes and provides instant, data-driven feedback. This modern approach not only strengthens sales competencies but also enhances overall team productivity. The future of sales training lies in harnessing these advanced technologies to navigate an increasingly competitive market. By embracing AI, sales teams can improve both their skills and performance, ultimately driving organizational growth and success. While AI significantly enhances training efficiency, its optimal impact is achieved when combined with human expertise. AI offers powerful tools and data-driven insights, but human trainers provide invaluable experience, contextual understanding, and a personal touch. The synergy between AI and human trainers ensures a comprehensive, balanced approach to sales training, fostering both technological innovation and human adaptability in an evolving business landscape.

The adoption of the Brainshark platform has experienced substantial growth in recent years, particularly within the U.S. market. This platform has gained

widespread utilization across industries characterized by complex sales cycles, such as pharmaceuticals, technology, and manufacturing, where continuous training and comprehensive product knowledge are essential. Large organizations operating in these sectors demand sophisticated sales training and readiness solutions, a need that has been largely met by Brainshark's advanced AI-driven analytics, training capabilities, and centralized content management—key drivers of its adoption and retention. Brainshark equips sales teams with the knowledge, skills, and resources required to optimize performance through industry-leading AI-powered training solutions and in-depth insights into sales effectiveness. Organizations leveraging the platform benefit from on-demand training, which accelerates the coaching process and enhances the adaptability of sales representatives. Furthermore, the platform enables organizations to assess sales readiness through structured training programs and simulated sales interactions while providing dynamic, easily updatable content that can be accessed anytime, anywhere. Additionally, Brainshark's robust scorecards offer a powerful visualization of sales performance trends, facilitating data-driven decision-making by correlating enhanced readiness with revenue growth. Looking ahead, the platform's adoption is projected to expand significantly in the healthcare, life sciences, banking, financial services, and insurance sectors, surpassing growth rates observed in industrial and telecommunications domains.

### **Statements and Declarations**

As the primary author of this scientific study, I hereby affirm that the research is original and that this topic has not been previously investigated using the specified methodology or approach. Furthermore, the study has neither been published nor submitted to any other journal. I assume full responsibility for the accuracy and integrity of the information presented in this research.

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