

DATA QUADRANT REPORT

Sales Coaching

110

References

8

Products Included

Table of Contents

- Data Quadrant**..... 4
- Category Overview**..... 5
- Vendor Capability Summary** 5
- Vendor Capabilities**..... 7
- Product Feature Summary** 19
- Product Features** 21

How to Use the Report

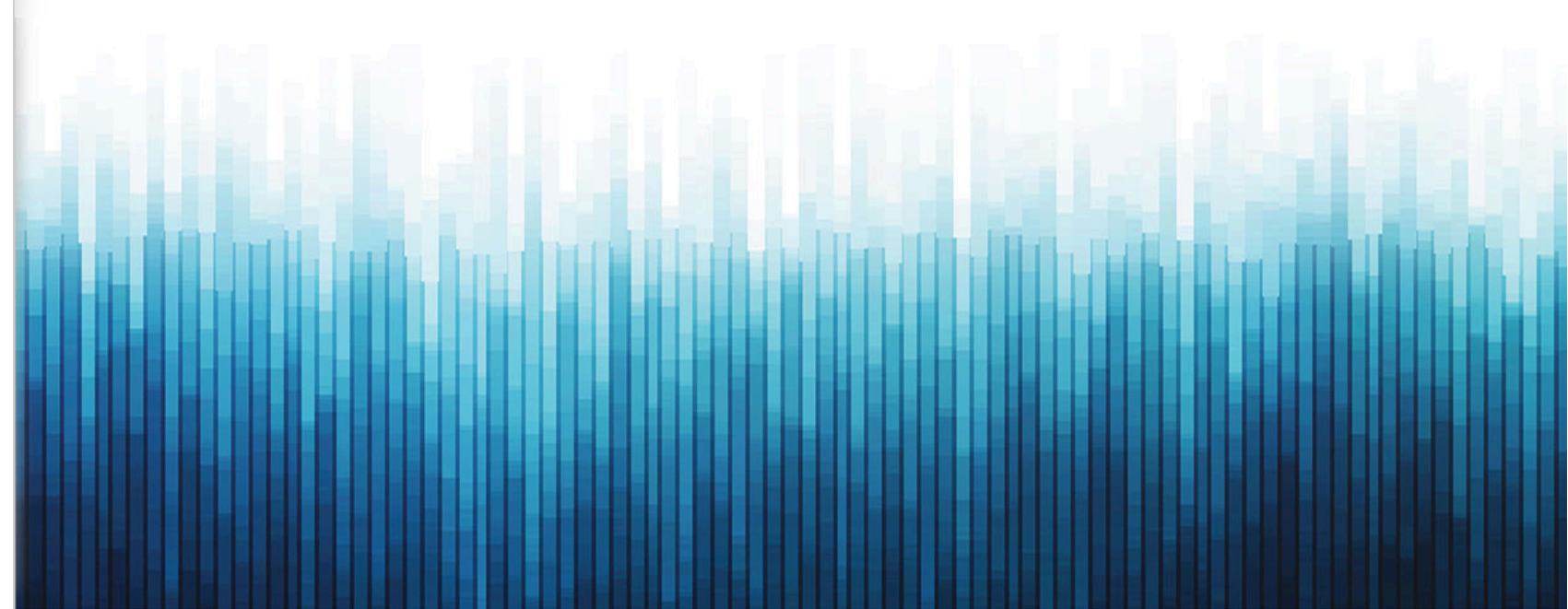
Info-Tech’s Data Quadrant Reports provide a comprehensive evaluation of popular products in the Sales Coaching market. This buyer’s guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other products in the category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech’s Product Scorecard.

This report is available free of charge for internal use only to assist with software evaluation and selection. Sharing, republishing, distributing, or otherwise copying any portion of this report without the express written consent of SoftwareReviews.com is strictly prohibited.

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Software Directory

SALES COACHING SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software products in a particular category. Use this page to create the right product shortlist by exploring all of the options available to your organization.

Sales Coaching Software

 Allego

 Ambition

 Balto

 Bigtincan

 Brainshark

 CallHippo

 Chorus.ai

 Convin

 Enthu AI

 ExecVision

 Gong

 Lessonly

 LevelEleven

 LevelJump

 MindTickle

 Refract

 Revenue.io

 SalesHood

 Salesken

 Second Nature

 Showpad

 SmartWinnr

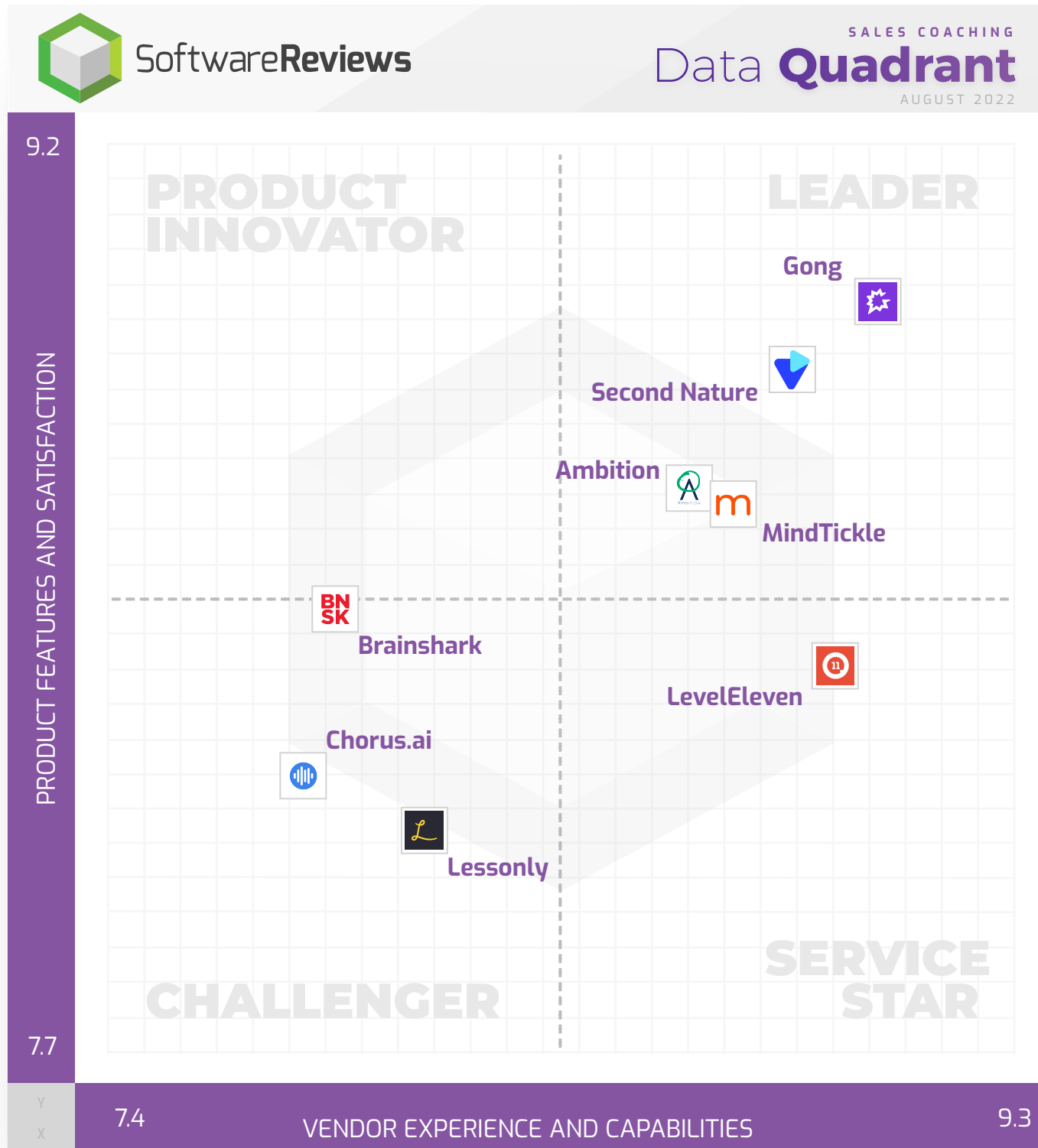
 Wingman



SOFTWARE REVIEWS Data Quadrant



Assess vendor and product performance at a glance and use the SoftwareReviews Data Quadrant to identify which products and vendors are leading the pack and which are trailing.



SALES COACHING

The Software Reviews Data Quadrant evaluates and ranks products based on feedback from IT and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

The Complete Software Experience

When distilled down, the software experience is shaped by both the experience with the software and the relationship with the vendor. Evaluating enterprise software along these two dimensions provides a comprehensive understanding of the product and helps identify vendors that can deliver on both.

Product Features and Satisfaction

The satisfaction is captured in the overall satisfaction score, which is driven by the likelihood of users to recommend the software, combined with user satisfaction across top product features.

Vendor Experience and Capabilities




















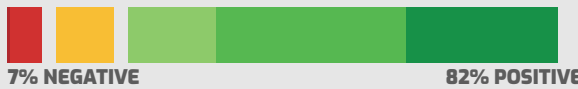








The vendor relationship is calculated in a weighted average of the satisfaction scores tied to vendor capabilities (e.g. software implementation, training, customer support, product roadmap) as well as emotional response ratings toward the vendor (e.g. trustworthy, respectful, fair).

Note: The axes ranges are dynamically adjusted based on minimum and maximum values in the dataset.

Category Overview

This page provides a high level summary of product performance within the Sales Coaching category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you're considering stack up.

RANK	PRODUCT	COMPOSITE SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VENDOR CAPABILITIES	PRODUCT FEATURES	LIKELINESS TO RECOMMEND	NUMBER OF REVIEWS
	 Gong	9.0/10	+95 	 95% POSITIVE	87%	85%	94%	17
	 Second Nature	8.9/10	+94 	 95% POSITIVE	83%	89%	88%	19
3	 MindTickle	8.6/10	+93 	 95% POSITIVE	81%	83%	89%	10
4	 Ambition	8.6/10	+93 	 94% POSITIVE	79%	84%	88%	11
5	 LevelEleven	8.6/10	+97 	 97% POSITIVE	83%	77%	88%	18
6	 Brainshark	8.0/10	+75 	 82% POSITIVE	80%	81%	87%	10
7	 Lessonly	7.9/10	+79 	 83% POSITIVE	80%	72%	87%	10
8	 Chorus.ai	7.8/10	+80 	 84% POSITIVE	73%	74%	87%	15
AVERAGE SCORES		8.5/10	+88 	 91% POSITIVE	81%	81%	88%	14

Vendor Capability Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

PRODUCT	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
Gong	86%	88%	88%	88%	83%	90%	83%	88%	81%	82%	85%	88%
Second Nature	84%	85%	86%	85%	84%	86%	83%	83%	81%	81%	84%	88%
LevelEleven	82%	86%	81%	83%	82%	83%	83%	81%	81%	79%	83%	83%
Ambition	80%	77%	82%	70%	77%	80%	89%	80%	89%	73%	84%	85%
MindTickle	80%	73%	92%	80%	75%	83%	78%	78%	81%	78%	88%	78%
Brainshark	80%	83%	80%	85%	73%	80%	72%	73%	83%	83%	88%	80%
Lessonly	80%	83%	75%	80%	70%	88%	83%	83%	79%	69%	88%	80%
Chorus.ai	73%	77%	77%	70%	73%	73%	67%	75%	78%	68%	68%	78%
CATEGORY AVERAGE	81%	81%	82%	80%	77%	83%	80%	80%	82%	77%	83%	82%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Vendor Capabilities

This table lists and briefly describes all vendor capabilities that are evaluated in the Sales Coaching software category. For your convenience, you will also find longer descriptions of the capabilities under the capability subheadings in the subsequent pages.

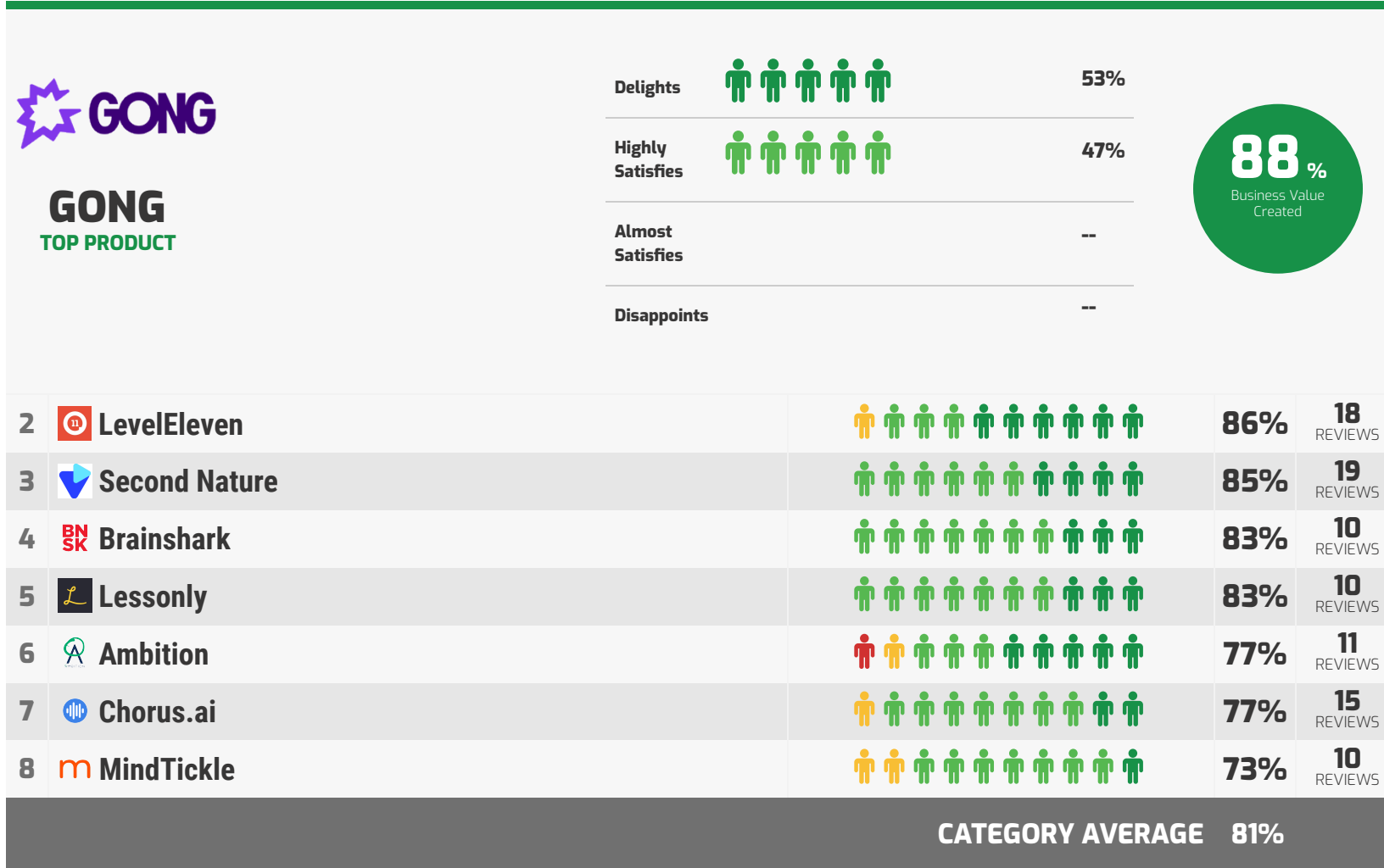
Business Value Created	<p>The underlying purpose of software is to create value for employees, customers, partners and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization’s needs and deliver enough business value to justify the cost. The data below highlights the satisfaction level associated with the business value derived from various product offerings. Use this information to identify the software that consistently creates business value for its customers.</p>	Vendor Support	<p>The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use the data in this section to see which vendors tend to under-serve their product and which will offer quality support.</p>
Breadth of Features	<p>Users prefer to work with feature rich software that enables them to perform diverse series of tasks as opposed to one they find restrictive. The data below highlights the satisfaction level associated with the breadth of features from various product offerings. Use this information to identify which software offers valuable comprehensive functionality that extends beyond the basic level.</p>	Ease of Data Integration	<p>The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error. Use this section to see which vendors will cause headaches and which will make data integration easy.</p>
Quality of Features	<p>Feature quality is just as important as quantity. Software needs to do what you’re purchasing it to do, easily, intuitively, reliably, and effectively. Use the data in this section to gauge whether or not a product follows through on the marketing hype by delivering high quality features.</p>	Ease of Administration	<p>Administrative interfaces don’t get the same attention as those built for end users, but they shouldn’t be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy, so that your IT personnel can resolve issues and perform configurations efficiently and effectively.</p>
Product Strategy and Rate of Improvement	<p>Purchasing software can be a significant commitment, so it’s important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who don’t stay on top of emerging needs and trends won’t enable you to meet your business goals. Use the data in this section to separate innovators from imposters.</p>	Ease of Customization	<p>Out-of-the-box functionality often isn’t enough, especially for niche or industry-specific software, and the reason you’re buying rather than building is to save time and money in the first place. Don’t get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.</p>
Usability And Intuitiveness	<p>End user learning curves cost the organization money. Pay attention to your end users’ technical ability to determine how important UX is in your purchase.</p>	Availability and Quality of Training	<p>Effective and readily available training enables users to get the most out of the software you’ve chosen. Use this section to make sure your vendor’s training programs and materials measure up.</p>
		Ease of Implementation	<p>Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.</p>

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

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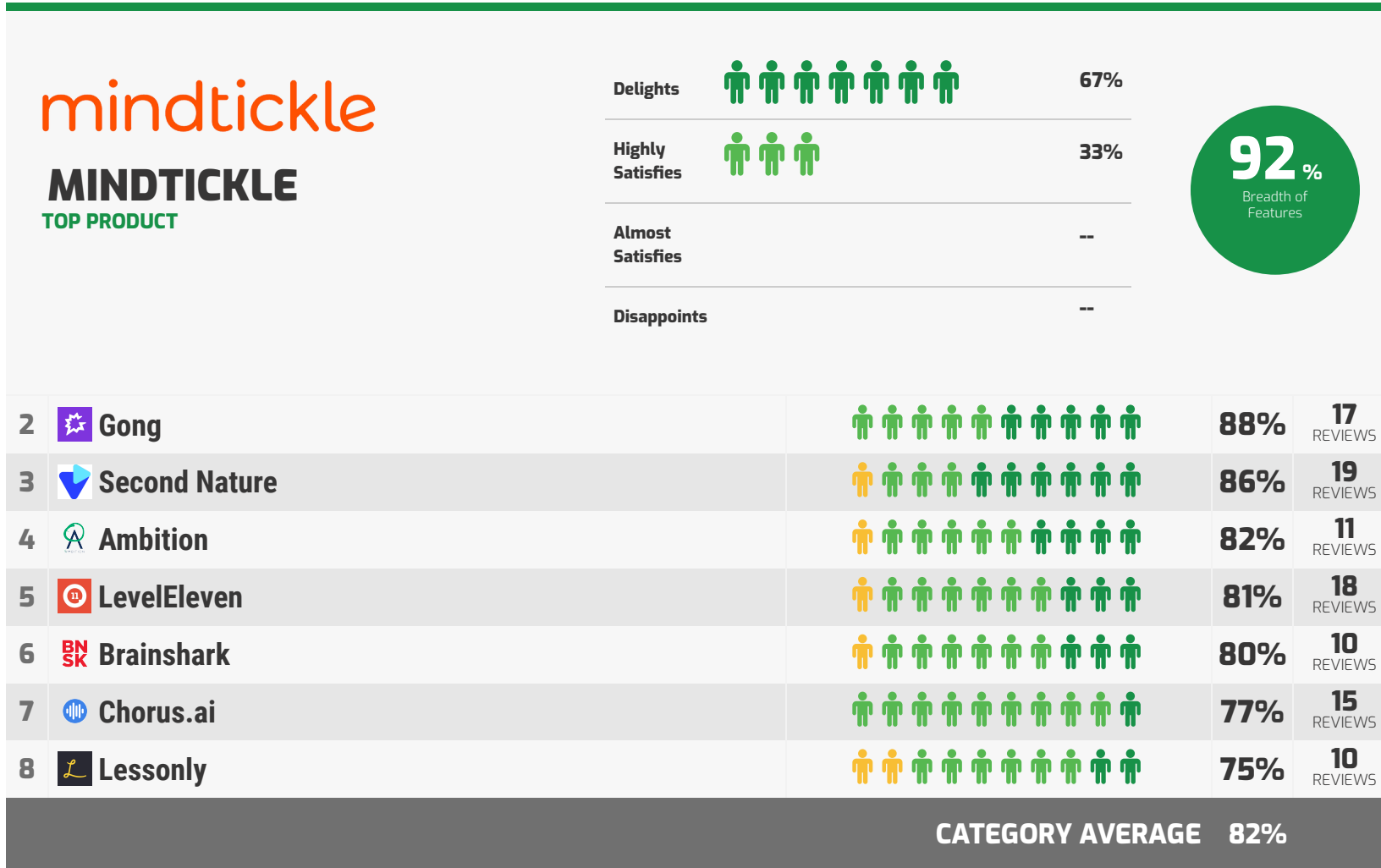


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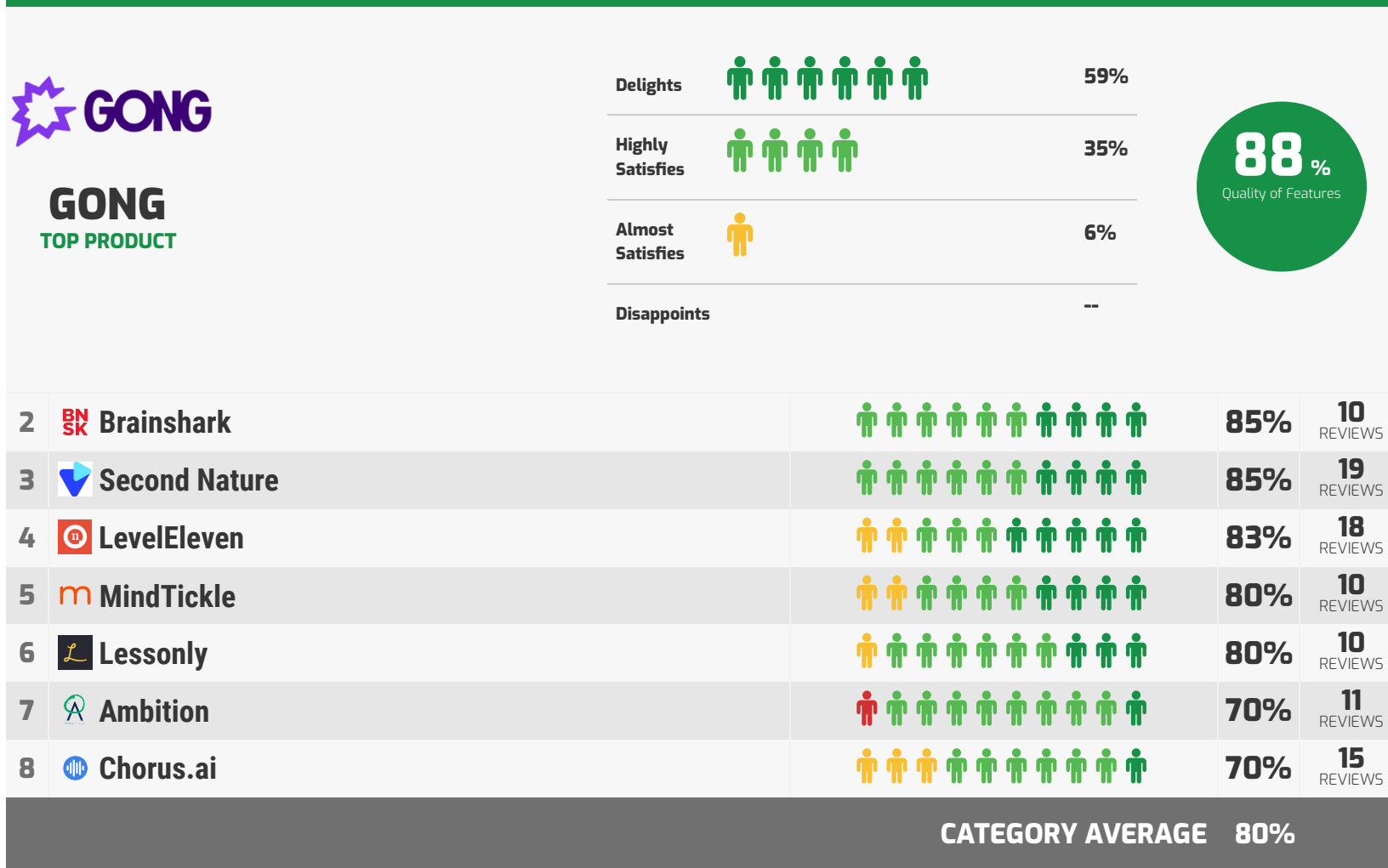


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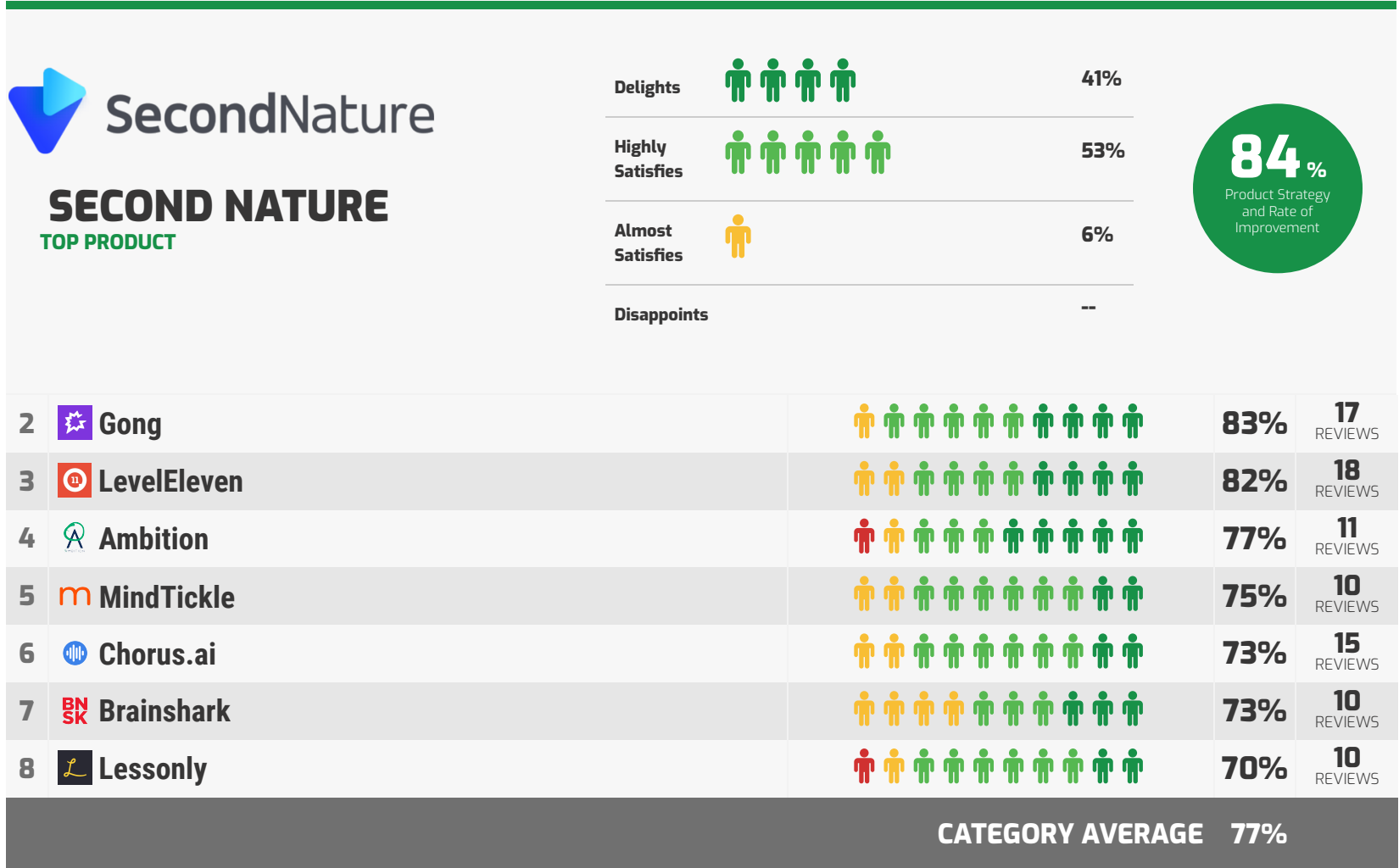


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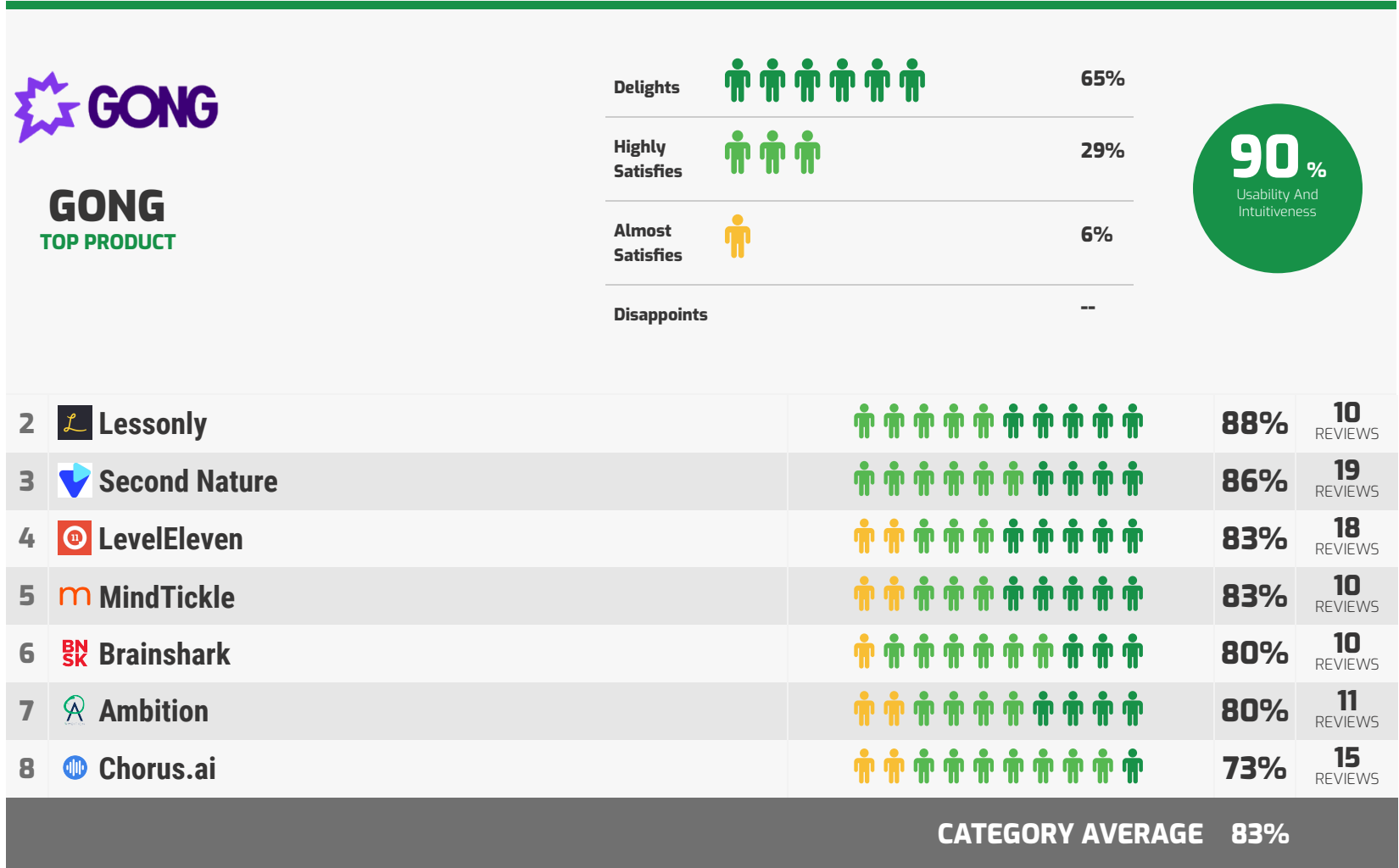


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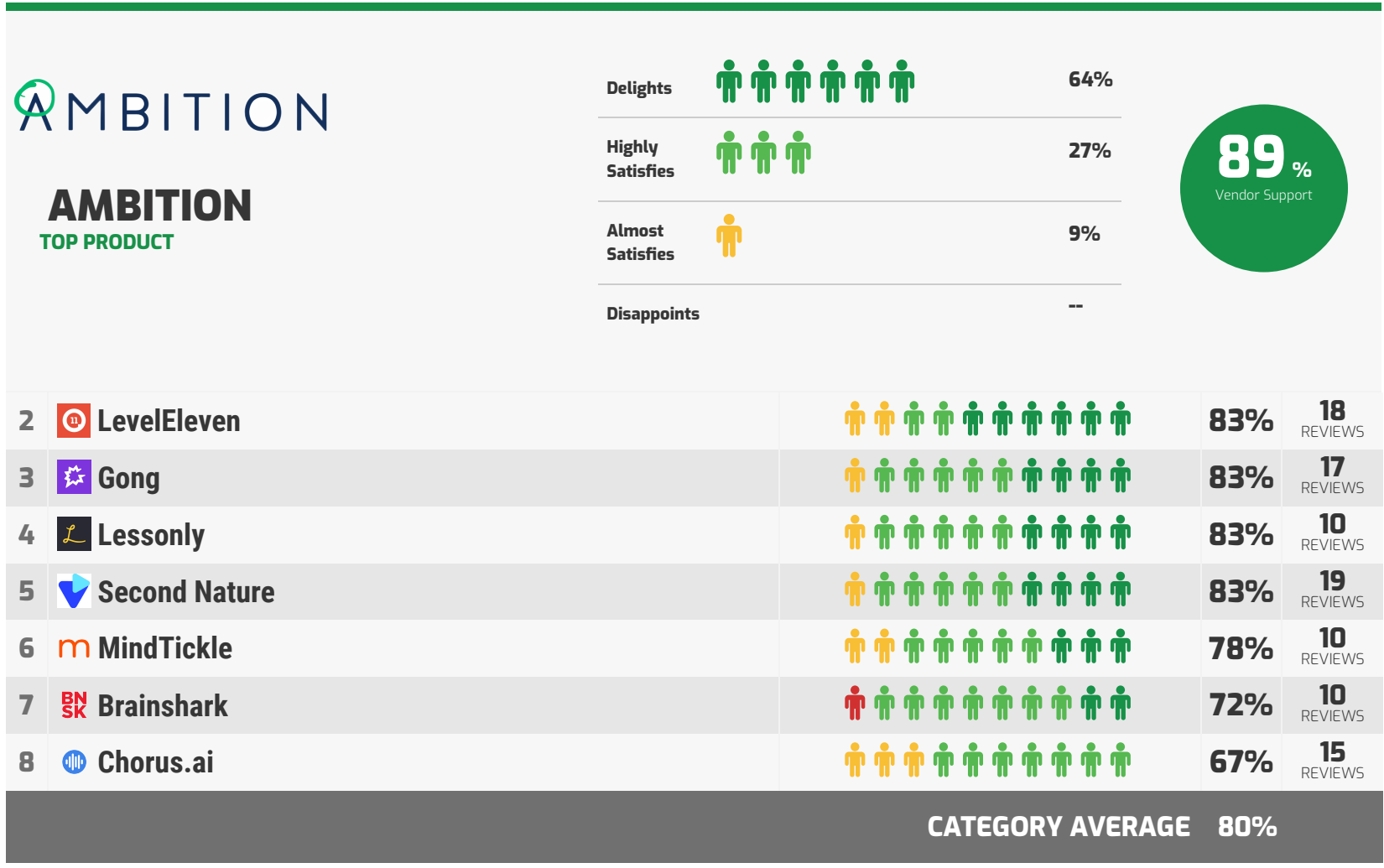


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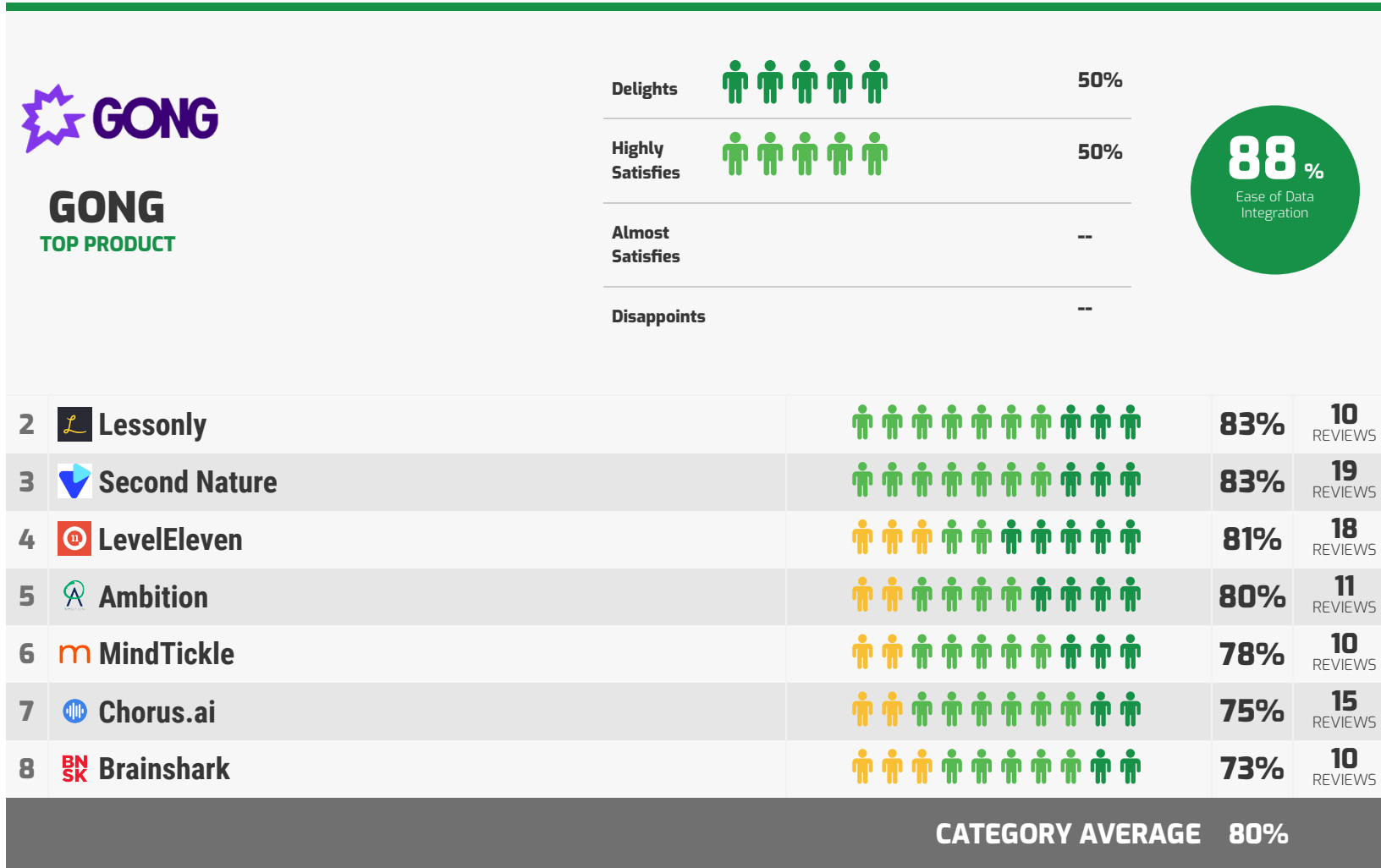


Vendor Capability Satisfaction

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Ease of Data Integration

The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error. Use this section to see which vendors will cause headaches and which will make data integration easy.



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Ease of Administration














Administrative interfaces don't get the same attention as those built for end users, but they shouldn't be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy, so that your IT personnel can resolve issues and perform configurations efficiently and effectively.

AMBITION

AMBITION
TOP PRODUCT

Delights		56%
Highly Satisfies		44%
Almost Satisfies		--
Disappoints		--



2	 Brainshark		83%	10 REVIEWS
3	 LevelEleven		81%	18 REVIEWS
4	 Gong		81%	17 REVIEWS
5	 MindTickle		81%	10 REVIEWS
6	 Second Nature		81%	19 REVIEWS
7	 Lessonly		79%	10 REVIEWS
8	 Chorus.ai		78%	15 REVIEWS

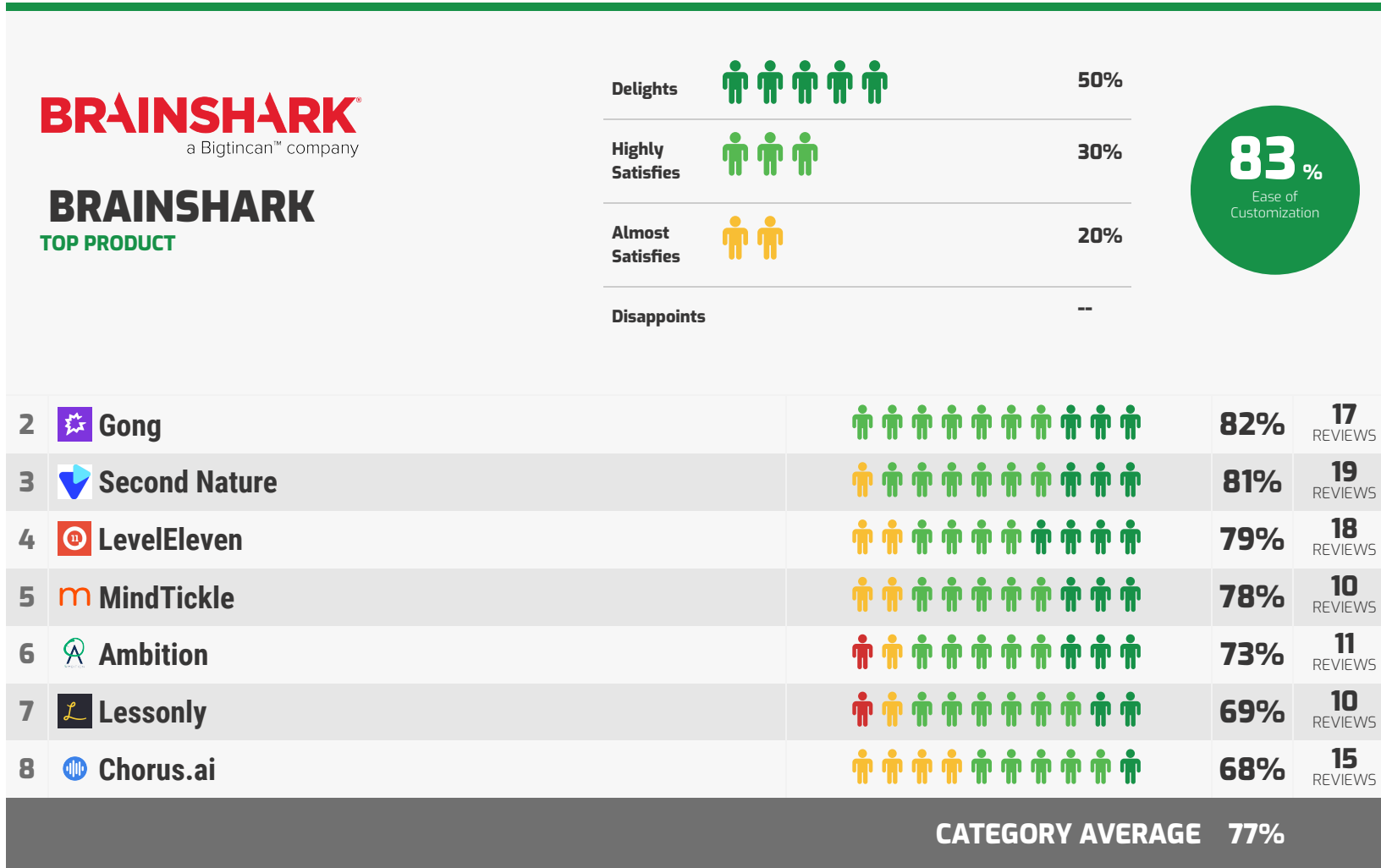
CATEGORY AVERAGE 82%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Customization

Out-of-the-box functionality often isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. Don't get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.

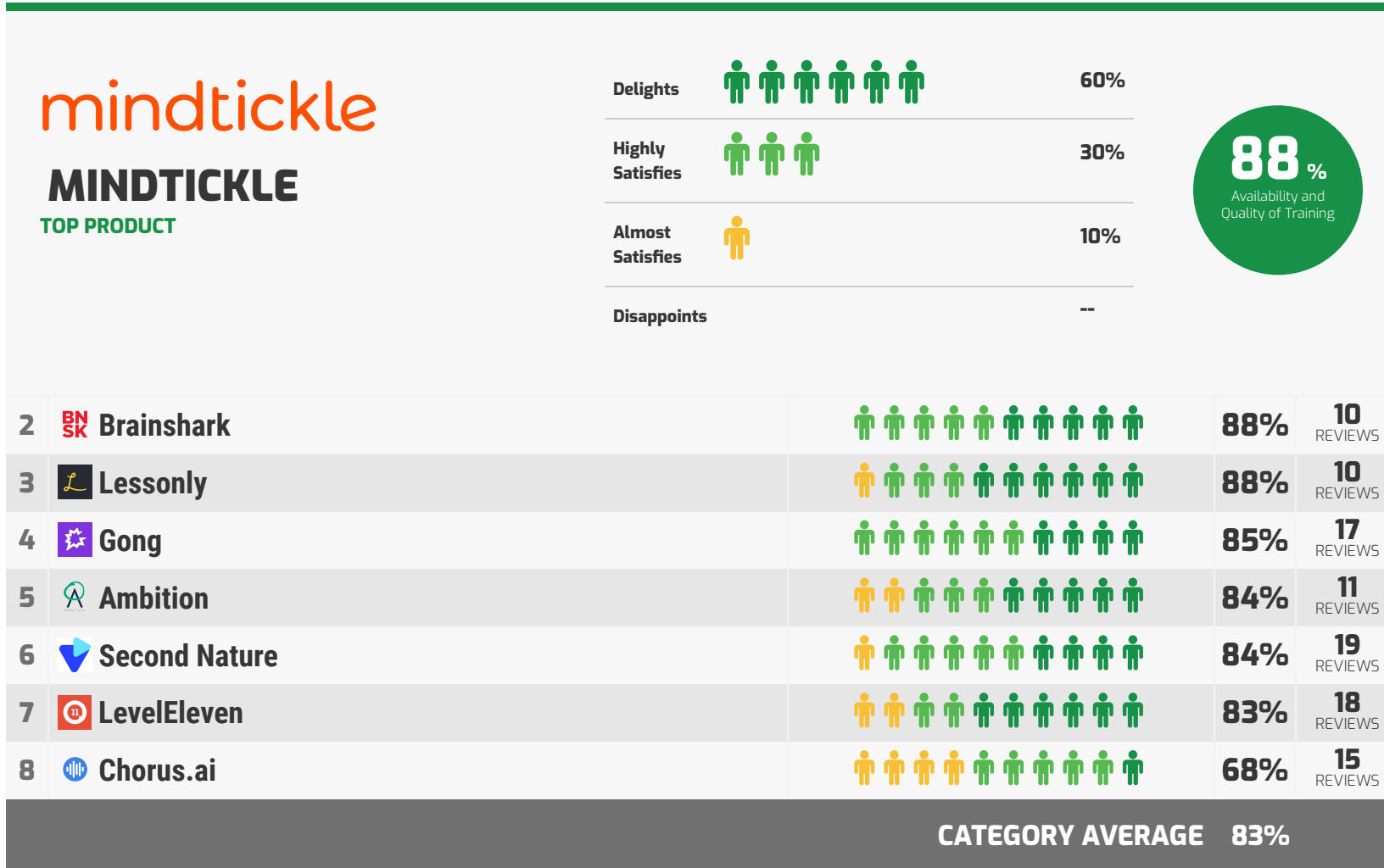


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This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Availability and Quality of Training

Effective and readily available training enables users to get the most out of the software you've chosen. Use this section to make sure your vendor's training programs and materials measure up.

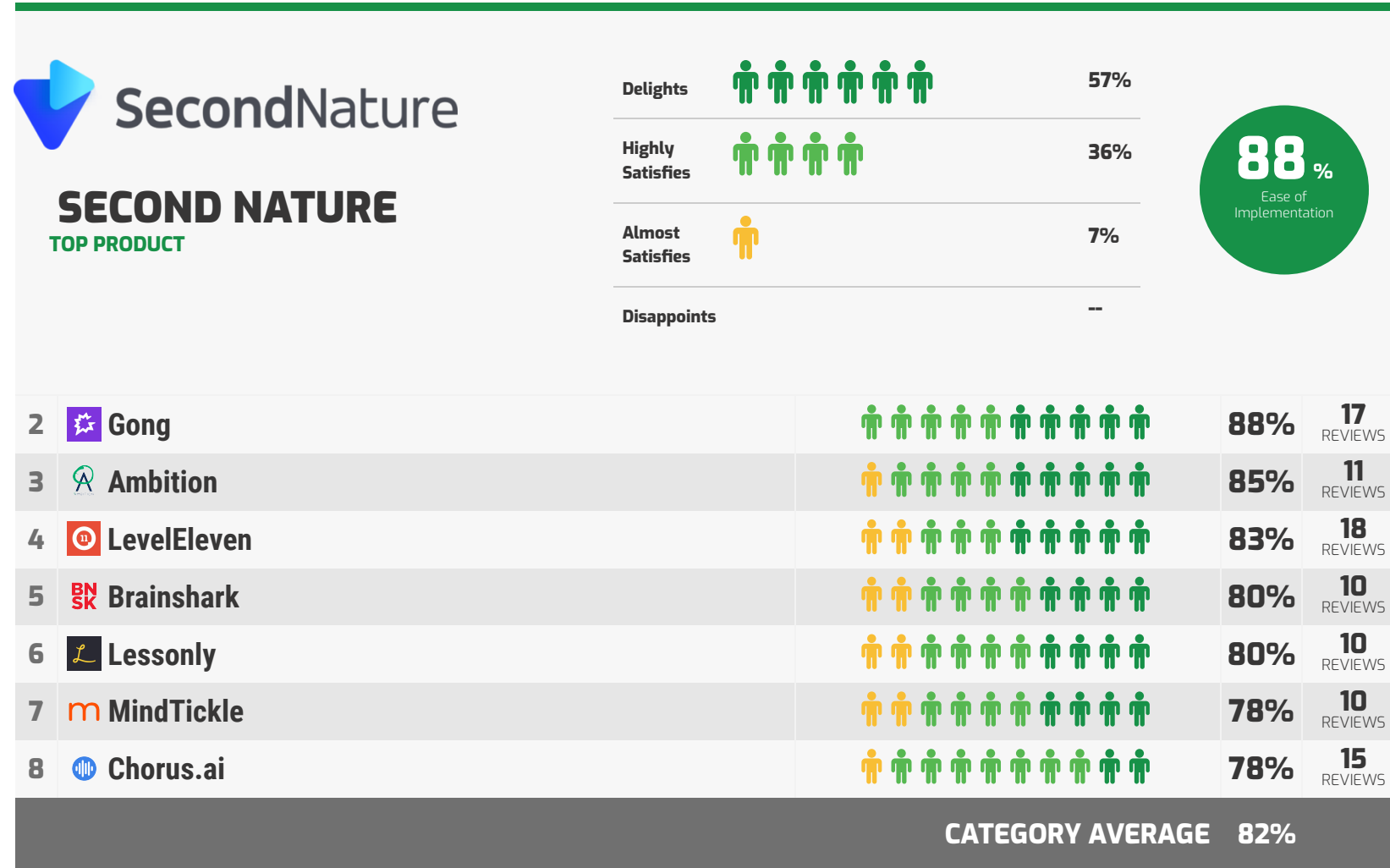


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Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.



Product Feature Summary

MANDATORY FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	APPLICATION INTEGRATION	CALL INGESTION	COACHING NOTES	COACHING RECORDS	COLLABORATION	CUSTOM SCORECARD TEMPLATES	DASHBOARDS, ANALYTICS AND REPORTING
Second Nature	89%	91%	88%	84%	90%	88%	89%	90%
Gong	85%	75%	90%	92%	90%	84%	80%	87%
Ambition	84%	92%	88%	80%	84%	80%	84%	84%
MindTickle	82%	83%	78%	84%	86%	75%	81%	90%
Brainshark	80%	83%	75%	88%	78%	80%	80%	80%
LevelEleven	77%	76%	77%	76%	76%	74%	79%	82%
Chorus.ai	74%	77%	73%	71%	73%	75%	73%	75%
Lessonly	73%	75%	75%	67%	85%	69%	70%	70%
CATEGORY AVERAGE	81%	82%	80%	80%	83%	78%	79%	82%

Product Feature Summary

STANDARD FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	AI FEEDBACK	AI SIMULATION TRAINING	GAMIFICATION	LMS INTEGRATION	VIDEO PRACTICE
Second Nature	89%	88%	87%	88%	85%	89%
Gong	85%	87%	85%	83%	85%	83%
Ambition	84%	89%	--	89%	--	--
MindTickle	82%	81%	75%	75%	81%	81%
Brainshark	80%	78%	81%	78%	72%	85%
LevelEleven	77%	--	--	75%	--	--
Chorus.ai	74%	68%	66%	44%	72%	64%
Lessonly	73%	69%	56%	80%	94%	75%
CATEGORY AVERAGE	81%	80%	75%	76%	81%	79%

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Product Features

This table lists and describes all the features that are evaluated in the Sales Coaching software category. For your convenience, these descriptions are repeated under the feature subheadings in the subsequent pages.

Mandatory Features

Application Integration

Includes functional and data integration with common applications such as CRM, CSM, ERP, email, etc.

Call Ingestion

The platform can record or import sales calls from multiple channels i.e. phone, conference services, meeting platforms like Teams, WebEx or Zoom.

Coaching Notes

The solution allows managers to provide comments and feedback on calls, pitch practices etc. and to assign a score based on predefined scorecard.

Coaching Records

Centralized view of all evaluations, ratings, feedback by user.

Standard Features

AI Feedback

Software is able to listen to calls and evaluate based on clarity, pace, sentence length, questions asked etc. to provide insights and score objectively.

AI Simulation Training

Sales reps have the ability to conduct a video call, slide presentation, pitch recording, product demo etc. with an AI Assistant.

Collaboration

Includes ability to view, share and direct work between co-workers in real or near real-time.

Custom Scorecard Templates

Ability to customize templates based on organizational KPIs, activities and objectives.

Dashboards, Analytics and Reporting

Includes historical & real-time dashboard visualizations, detailed & summary reporting, forecasting & easy data extraction for data analysis.

Gamification

Offers Learning Tracks with Badges/Certificates or other gamification elements to keep learners engaged.

LMS Integration

Provides full LMS capabilities by either being SCORM-compliant (integration with an existing on premise LMS) or by providing SaaS-based LMS capabilities.

Video Practice

Sales teams can record a video response, creating a practice environment for individuals to handle objections, role play etc.

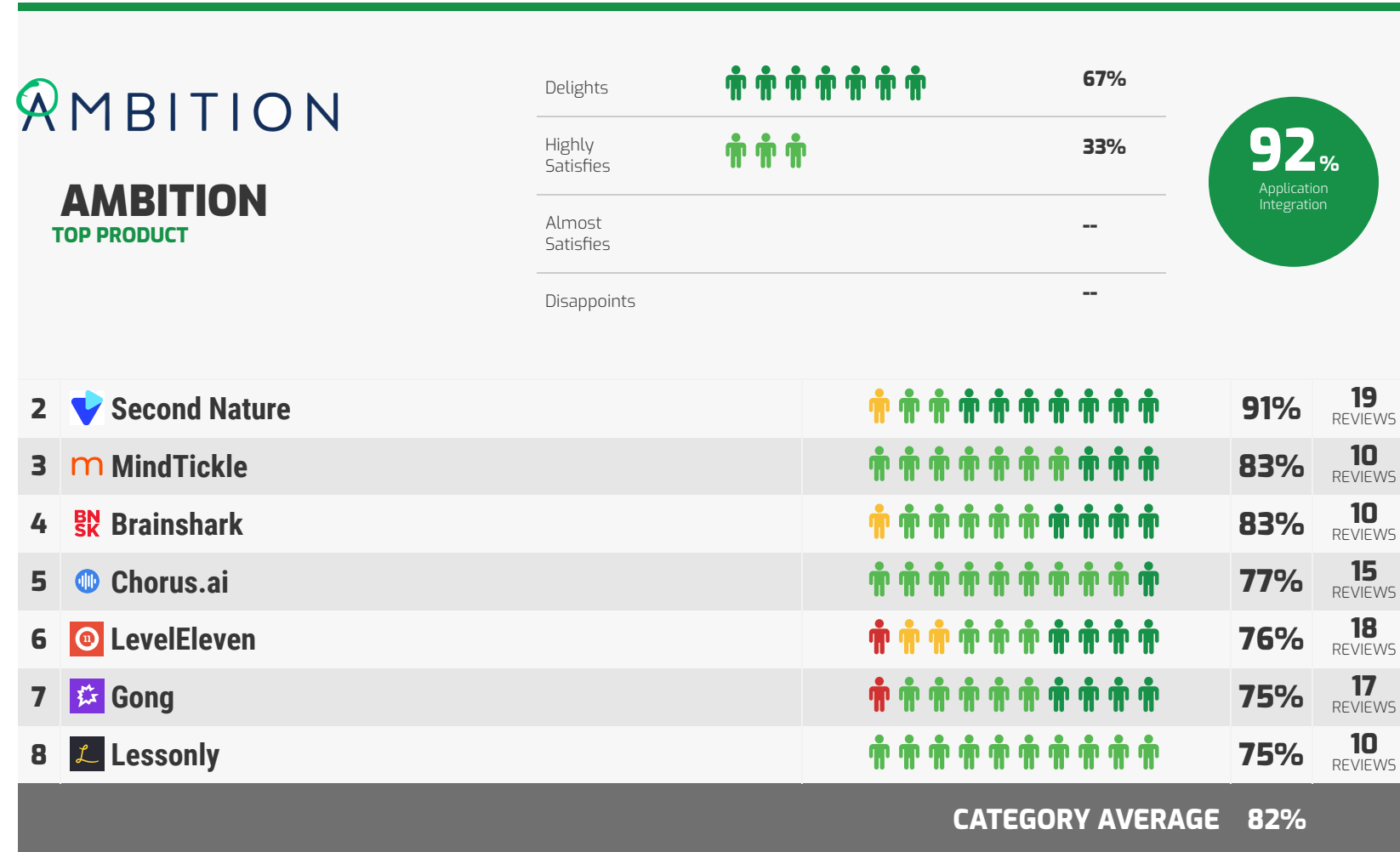
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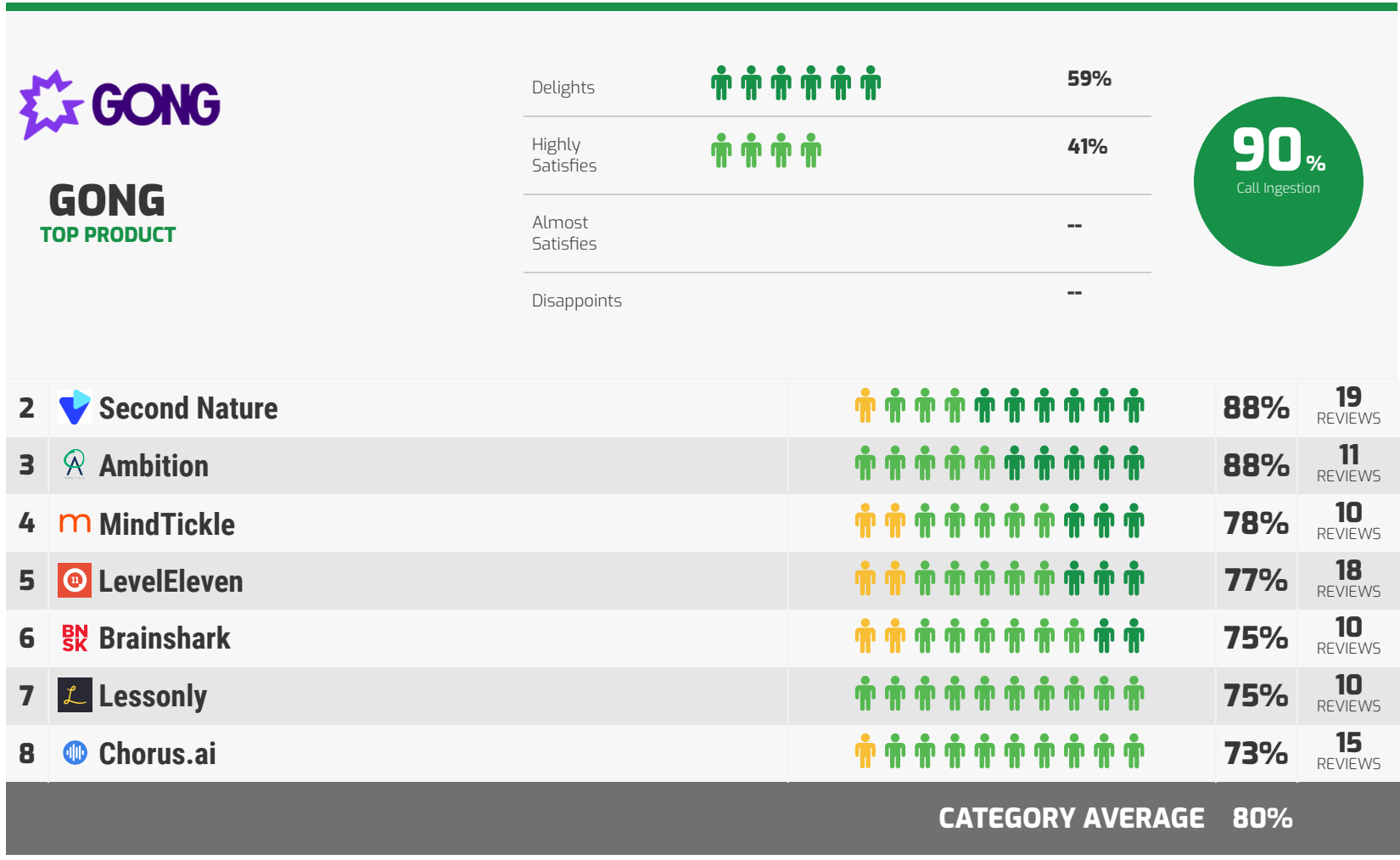
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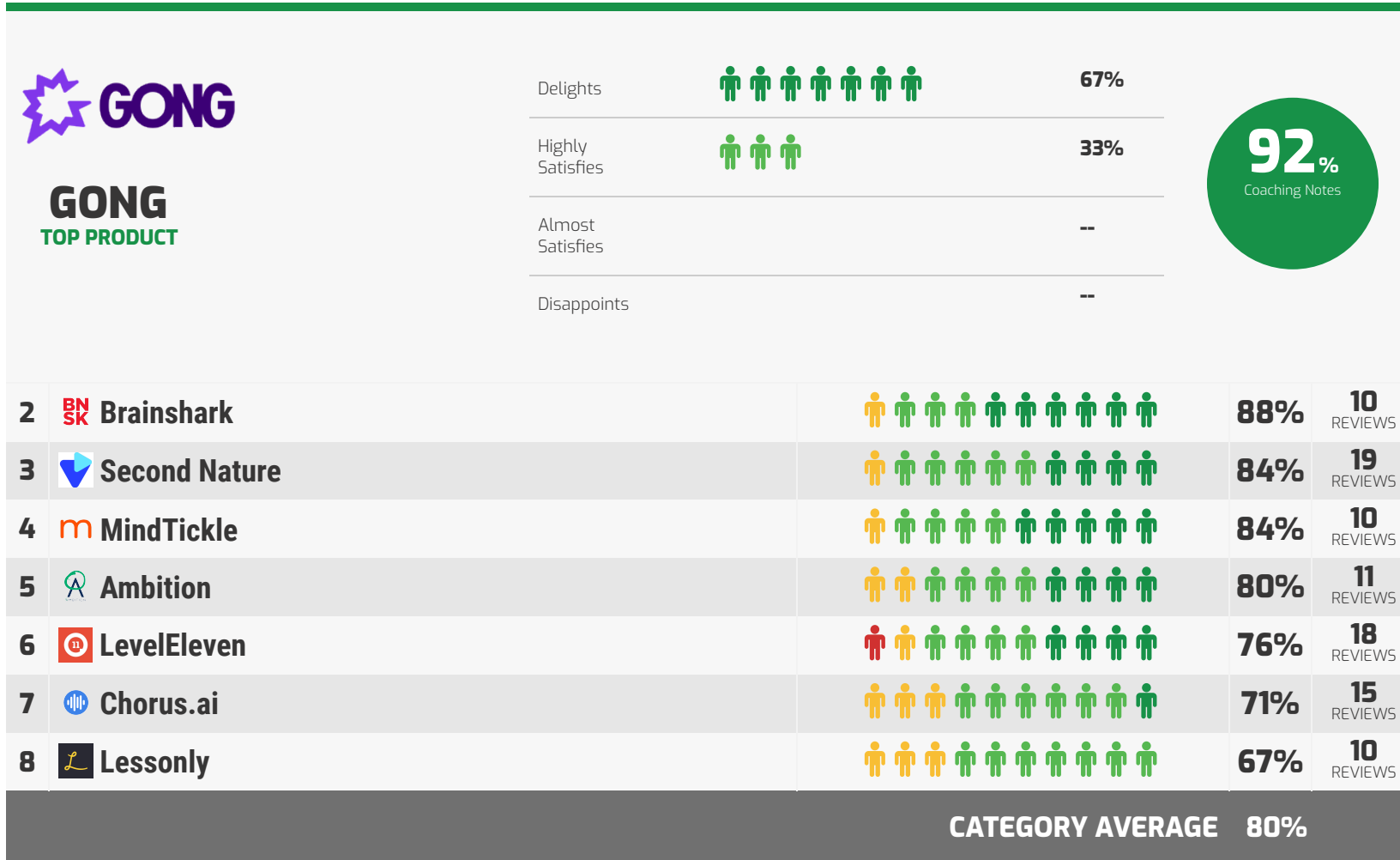
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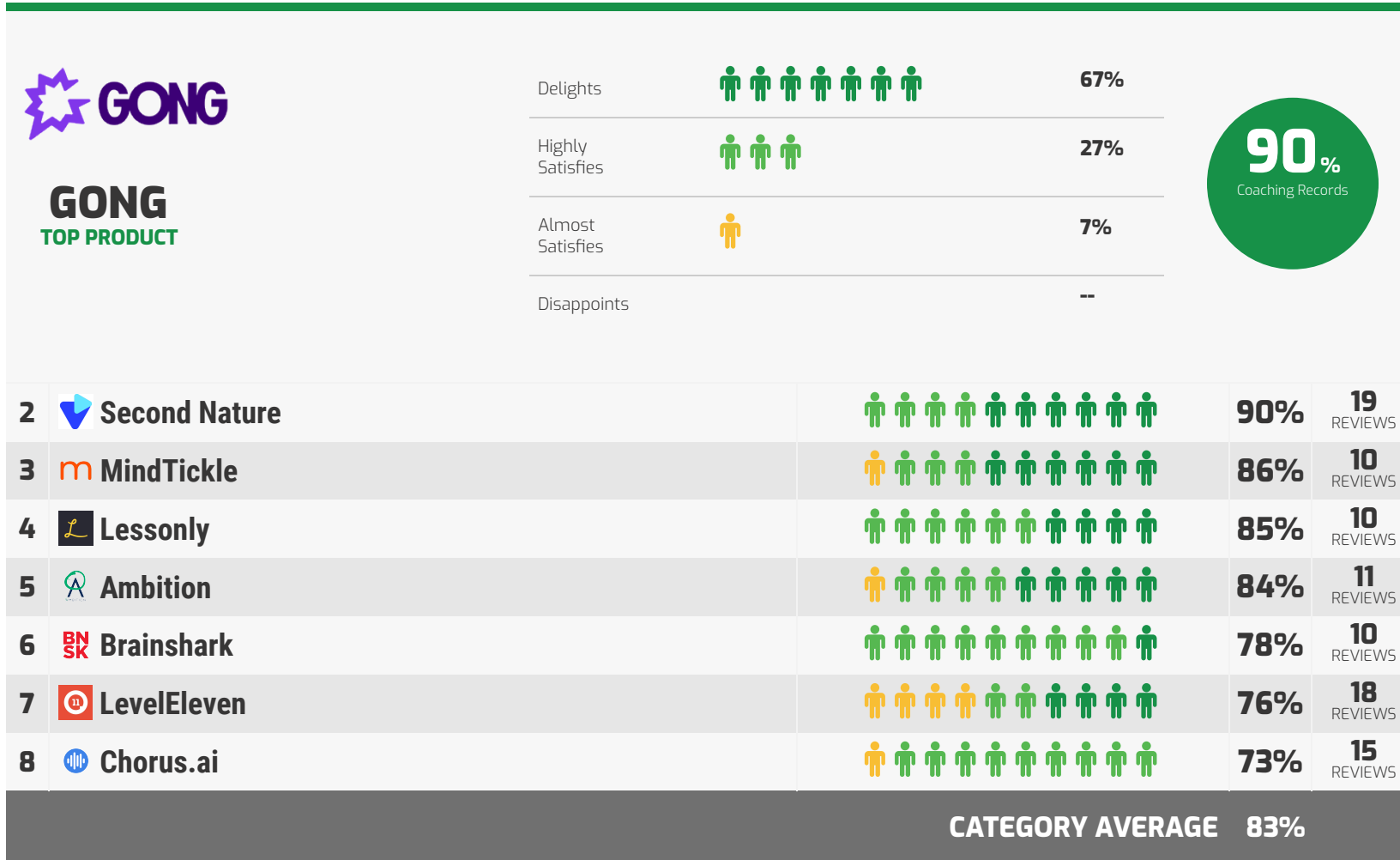
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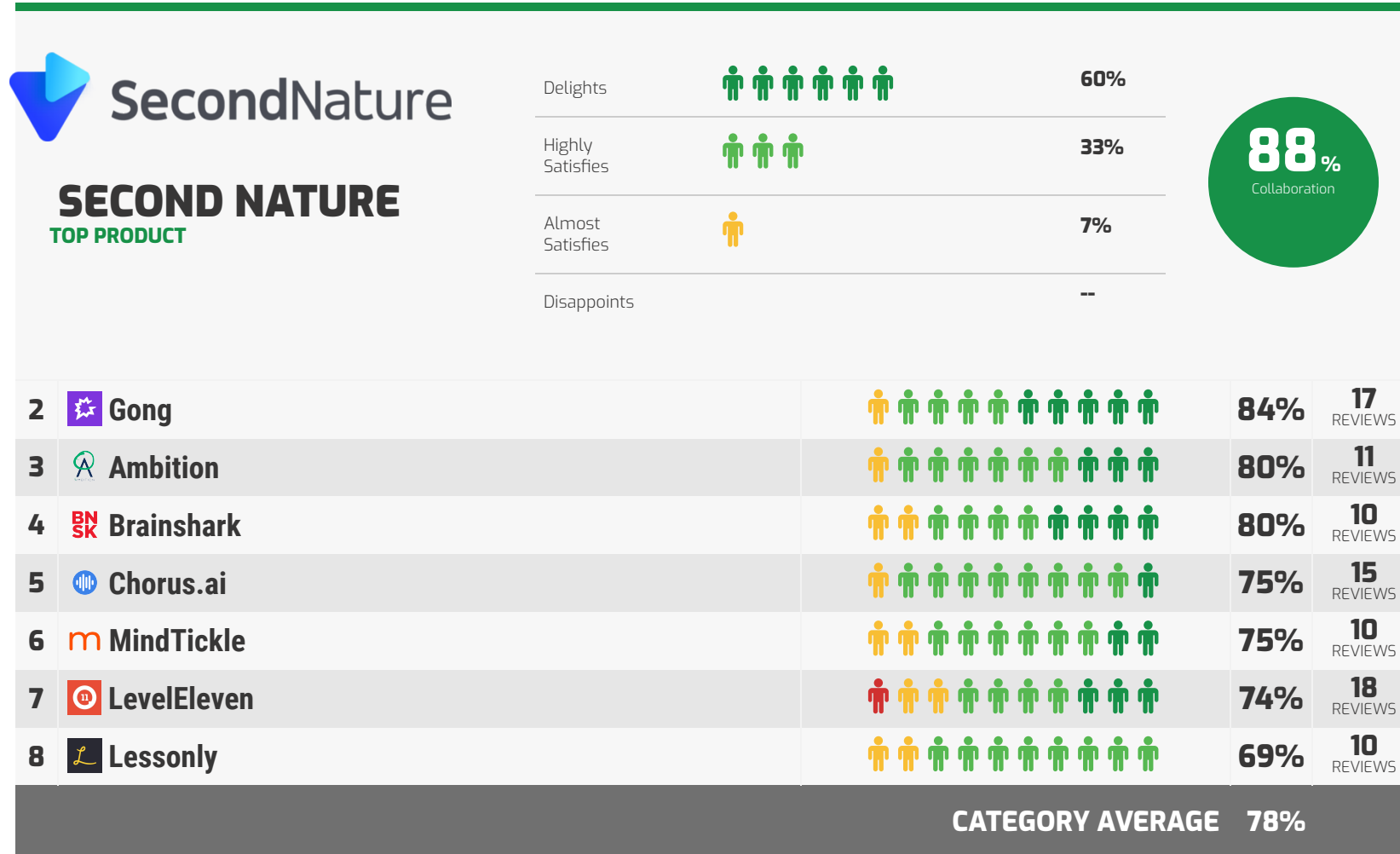
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Collaboration

Mandatory Feature

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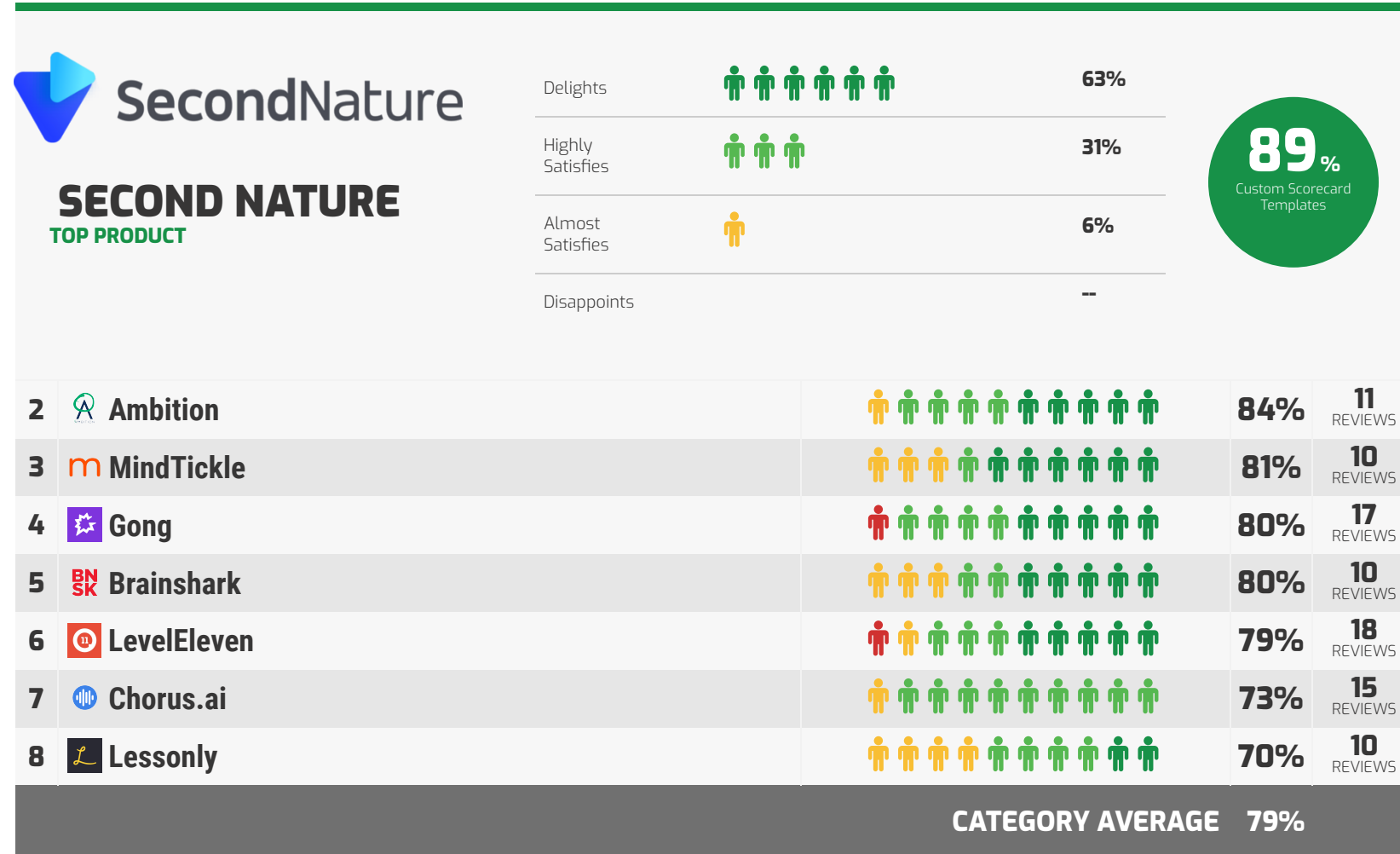
Product Feature Satisfaction

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Custom Scorecard Templates

Mandatory Feature

Ability to customize templates based on organizational KPIs, activities and objectives.



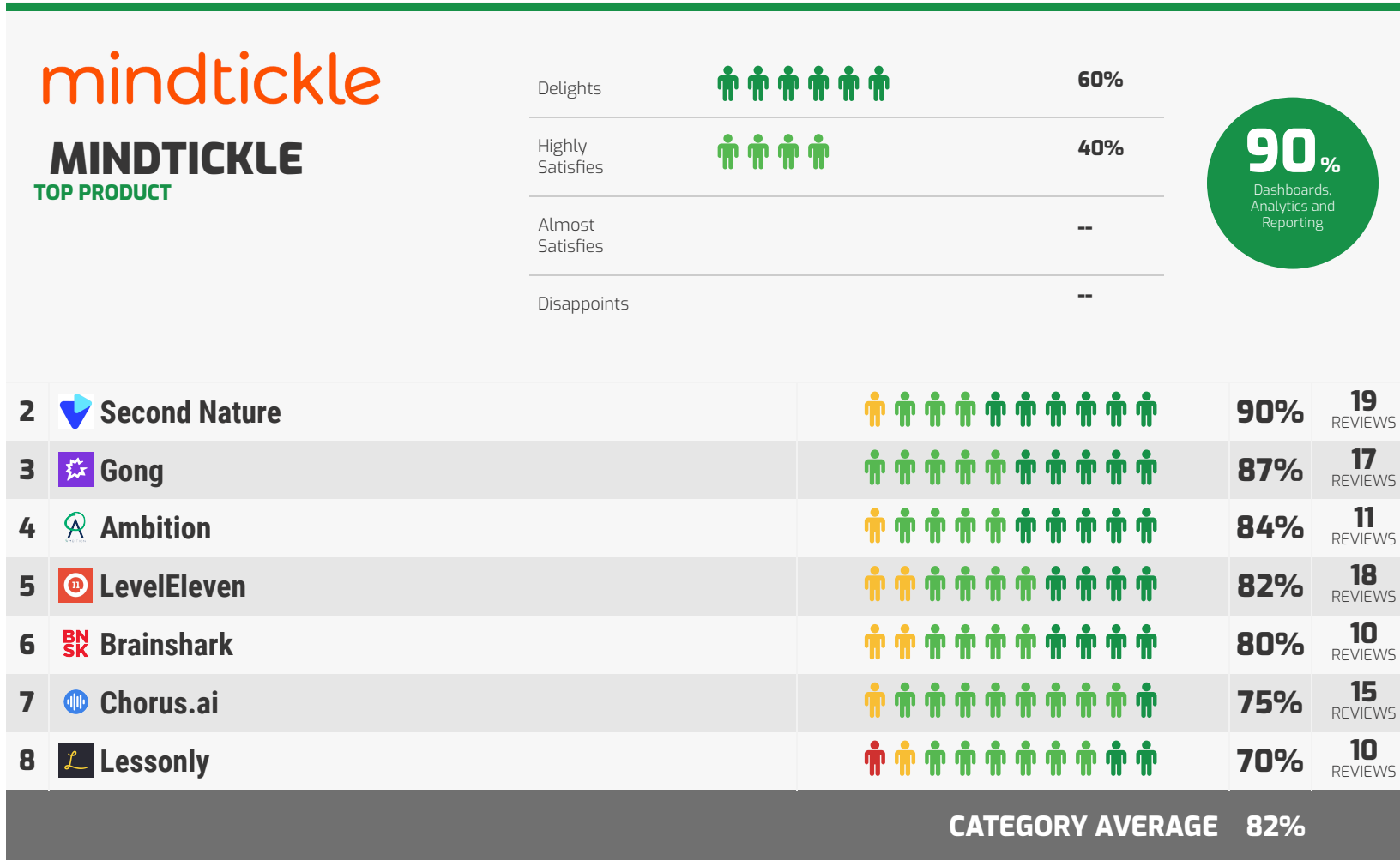
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AI Feedback

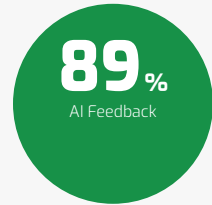
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CATEGORY AVERAGE			80%	

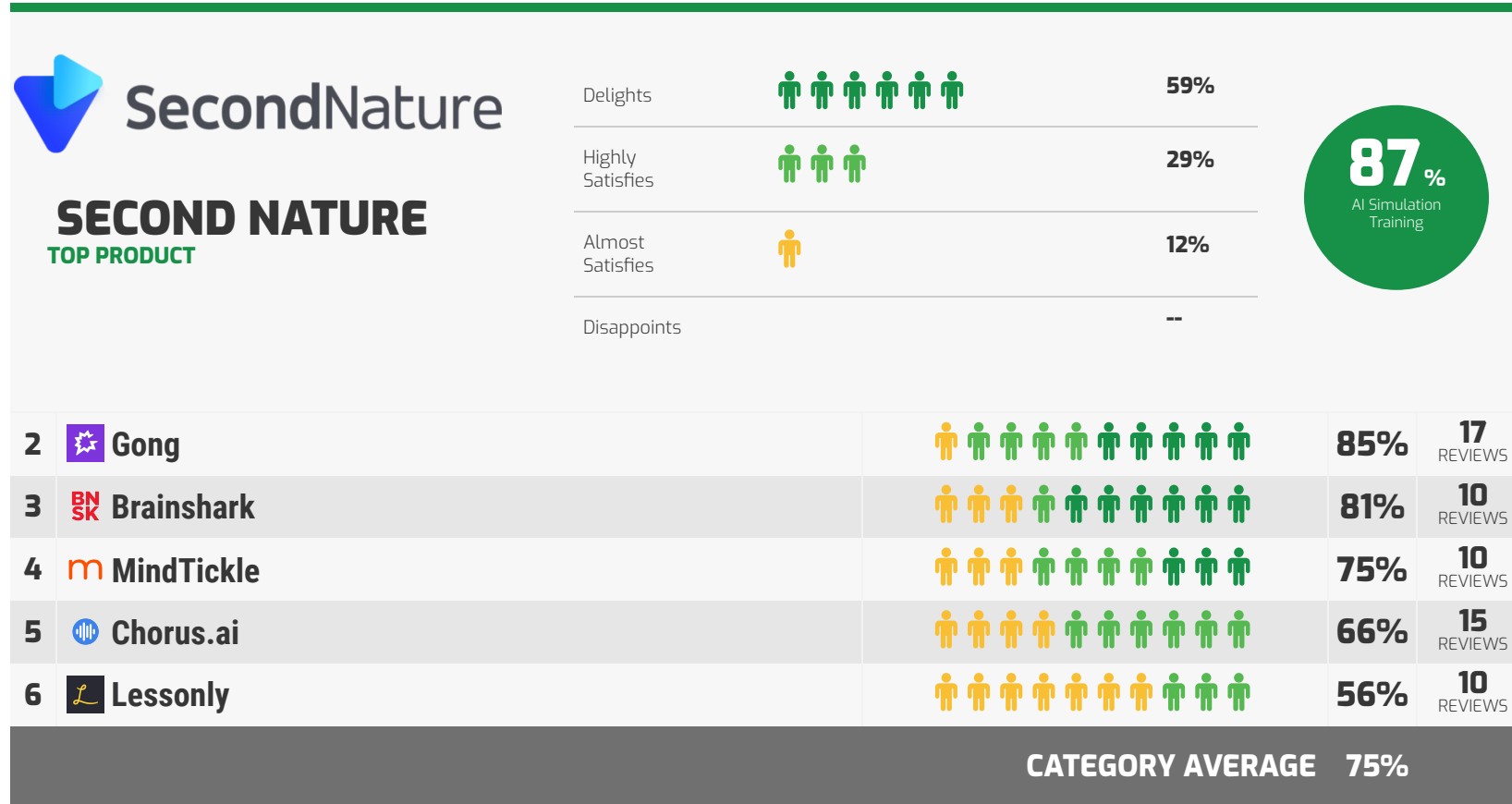
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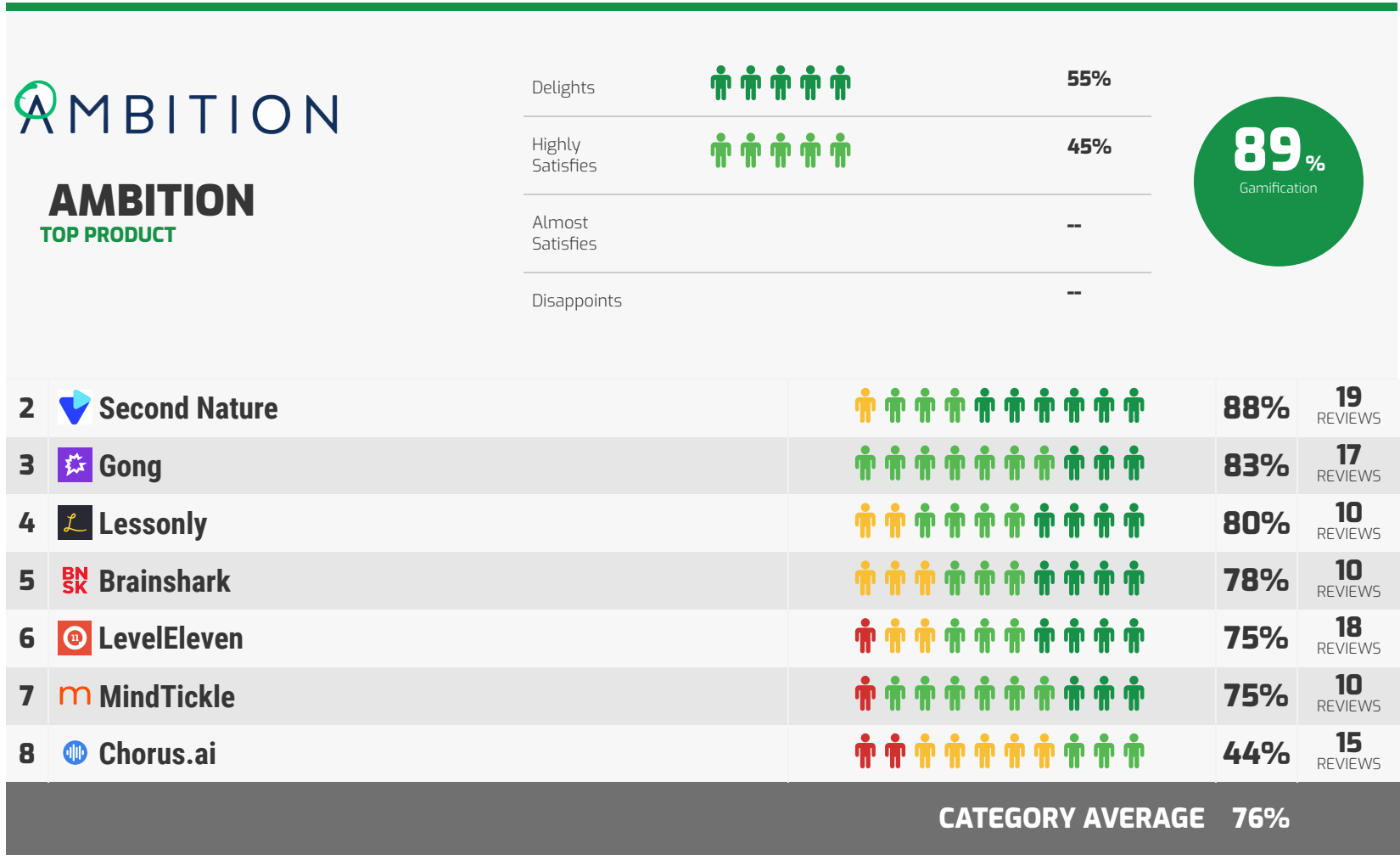
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Gamification

Standard Feature

Offers Learning Tracks with Badges/Certificates or other gamification elements to keep learners engaged.



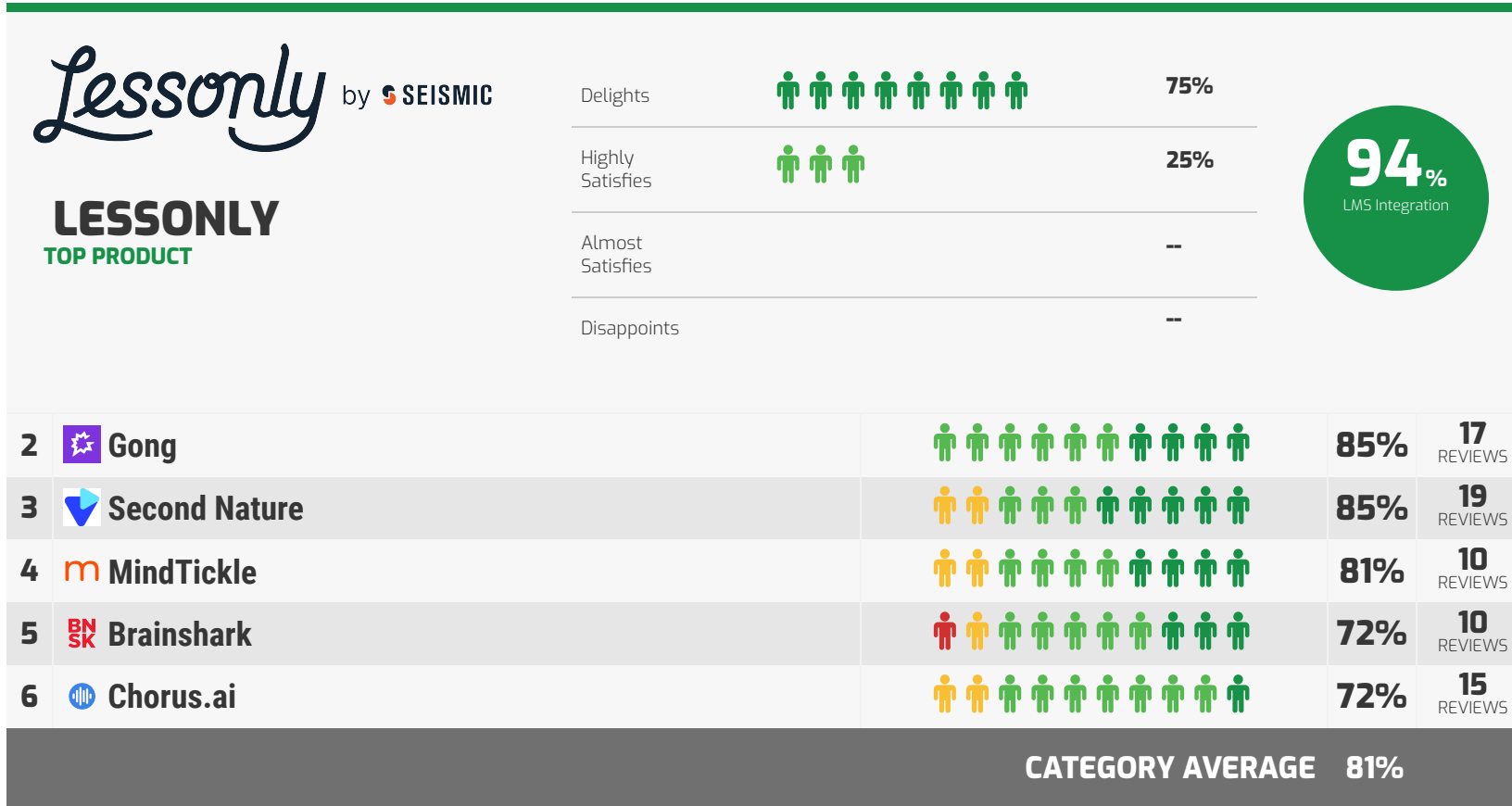
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

LMS Integration

Standard Feature

Provides full LMS capabilities by either being SCORM-compliant (integration with an existing on premise LMS) or by providing SaaS-based LMS capabilities.



Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Video Practice

Standard Feature

Sales teams can record a video response, creating a practice environment for individuals to handle objections, role play etc.

