

# Your coaching, on every call.

I have loaded the method we work on together into CoachSpark AI, a live AI sales coach. When your reps take a call, the coach on their screen follows that same method. Here is what they will see before, during, and after each call.

## WHAT YOUR REP SEES

### BEFORE THE CALL

#### A Sell-To Brief on the contact

CoachSpark researches the person and the company, then writes a brief the rep reads in two minutes:

- Company summary and buyer context
- Likely pains for this buyer
- The objections to expect
- Discovery questions, in our sequence
- An opener to start the call

Contacts come in from a CSV on every plan, or from HubSpot on Live Coach and Team. On Live Coach the brief also arrives by email before the call.

### DURING THE CALL

#### Short tips, on screen, at the right moment

A tip appears on the side of the screen when there is something to do, not constantly:

- What to ask next
- What to say when the buyer objects
- When to stop presenting and ask for the next step
- The exact words, in our method

Tips are paced with cooldowns so they are read, not ignored. The rep stays in charge of the conversation. Live coaching is on Live Coach and Team.

### AFTER THE CALL

#### A recap in the inbox

A BrainSpark recap emails to the rep a few minutes after the call ends:

- Scores against our method
- What worked, with the evidence
- What to fix on the next call
- A "fix it now" block: one action and the exact words

The recording, transcript, and scorecard stay in the rep's workspace. Recaps go to the rep, and to whoever the rep forwards them to.

**What this changes for our work together.** Our sessions cover the method. CoachSpark carries it onto the calls I cannot sit in on. Forward me the recaps, and our next session starts from what happened on real calls instead of from memory.

**What it does not change.** Your reps still sell. The coach suggests; the rep decides. Nothing about how they take calls changes: open CoachSpark, start the session, and take the call.

## PLANS AND PRICES

### COACH

**\$149** / seat / month

Post-call review: recording, transcript, 10-axis scorecard, next-call plan. 25 Sell-To Briefs a month. CSV import.

### LIVE COACH

**\$249** / seat / month

Everything in Coach plus live on-screen tips (40 hours per seat per month), cold-call mode, briefs by email, HubSpot import, methodology playbooks. 100 briefs.

### TEAM

**\$349** / seat / month

Everything in Live Coach plus the manager layer: team dashboard, skill-gap view, custom rubrics, coaching memory. 250 briefs. 3-seat minimum.

### FOUNDING 15

**\$99** / seat / month

Live Coach for the first 15 companies, up to 2 seats each, rate held for 6 months. Card on file day one, 14-day money-back. Closes when the 15 fill or on December 15, 2026.

**The trial.** Coach and Live Coach start with a 14-day trial with your card on file. Cancel anytime during the trial and you are not billed. After that, a 14-day money-back promise: if it is not a fit, say so and you are refunded. Pricing is published at [coachsparkai.com/pricing](https://coachsparkai.com/pricing). Founding seats have no trial; the first month bills at signup, with the same 14-day money-back promise.

## HOW YOUR TEAM STARTS

- 1 Sign up with my link** and start Live Coach. Add one seat per rep. Paste your website once and CoachSpark builds your seller profile from it.
- 2 Set our playbook as the default.** I will send your admin the playbook text; setting it is one paste. Then import contacts from a CSV or HubSpot.
- 3 Run real calls the first week**, not practice calls. Forward me the recaps and our next session starts from what actually happened.

### Your coach:

Name, email, phone

### Sign up with your coach's link:

[coachsparkai.com/partners/r/](https://coachsparkai.com/partners/r/) followed by your coach's code. Signing up through this link credits your coach as the partner on your account.