

Your method, on every call your clients' reps take. And recurring revenue for you.

CoachSpark AI is a live AI sales coach. You load the method you teach. It coaches reps to that method on the call, then shows you in the recap whether they applied it.

WHAT COACHSPARK DOES

- 1 Before the call.** It researches the contact and writes a Sell-To Brief: company summary, buyer context, likely pains, the objections to expect, discovery questions, and an opener.
- 2 During the call.** Short coaching tips appear on the rep's screen: what to ask, what to say, when to advance. Tips are paced so they get read, and they follow the methodology chosen for that seller.
- 3 After the call.** A BrainSpark recap arrives by email: scores, what worked, what to fix, and a "fix it now" block with the one action and the exact words.

THREE WAYS TO PARTNER

Affiliate

You refer. CoachSpark bills the client.

- **25% of collected revenue** for 12 months per referred client
- **\$30 per seat per month floor** on founding-rate deals
- 30-day hold, then paid monthly
- Deal registration with **90-day protection**
- Your link: coachsparkai.com/partners/r/CODE
- After the founding window, your partner code gives clients **20% off the first 3 months**

Reseller

You bill the client. CoachSpark bills you.

- **30% off list**, wholesale
- **5-seat minimum** across your client workspaces
- You own the invoice and the relationship
- Never advertised below list price
- Opens when the founding window closes

Founding Partner

Inside the Founding 15 window. Five firms.

- **1 complimentary seat** for your own use
- Your clients enter the cohort at **\$99 per seat per month**, rate held for 6 months
- Affiliate commission with the founding floor on every one
- Same \$99 offer direct or through you, so there is no reason to go around you

PLANS YOUR CLIENTS CHOOSE FROM

COACH

\$149 / seat / month

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

LIVE COACH

\$249 / seat / month

Everything in Coach plus live on-screen coaching (40 hours per seat per month), cold-call mode, briefs by email before the call, 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, up to 5 seller profiles. 250 briefs. 3-seat minimum.

FOUNDING 15

\$99 / seat / month

Live Coach for the first 15 companies, 2 seats each, rate held for 6 months. Same offer direct or through a partner. Closes when the 15 fill or on December 15, 2026.

Coach and Live Coach: 14-day trial with card on file, cancel anytime, and a 14-day money-back promise. Founding seats: card on file day one, first month billed at signup, 14-day money-back, 10 live-coached hours per seat per month during the founding term.

- 1** Apply at coachsparkai.com/partners and accept the terms.
- 2** Claim your seat and load your method (pick one built in, or paste your own).
- 3** Register your first five clients so they are protected for 90 days.
- 4** Send the intro email from the kit and book the walkthroughs.

Apply at coachsparkai.com/partners
TERMS AT [COACHSPARKAI.COM/PARTNERS/TERMS](https://coachsparkai.com/partners/terms)