

Welcome to the Sales-Gym. We are building the world's most adaptive sales training platform, and your expertise, along with your peer-coaches is the fuel.

To maintain a high-performance environment for our users, all content submitted to the Global Pool must adhere to the following structure and quality standards.



1. The Content Hierarchy

- All training is organized to ensure reps can progress from theory to application effectively.
- The Module: This is the top-level category. A module must be a cohesive theme (e.g., Mastering the C-Suite) and must contain a minimum of 3 courses.
- The Course (The Individual Exercise): The specific lesson within a module or roleplay scenario. Every course must provide actionable value and clear learning objectives.

2. Course Components & Media

- We believe in "Watch, Read, Do." Every course must include one or both of the following:
 - Video Content: A recording of the coach delivering the lesson, or a supplementary video. This could be "talking through" your visual aids to provide context and energy.
 - PDF Material: Supporting documents, checklists, or slide decks. These serve as either the core or supplementary resource for the rep, and do not have any audio/video.
- Each course can also include other aspects, including:
 - Flash cards: Think old school revision cards. A question on one side, when the rep clicks the answer on the back.
 - Quiz: These are simple questions with 4 multiple choice answers. Nothing more, nothing less. It confirms that the rep has digested the content and if they do not pass the quiz, they cannot progress.
 - Roleplay: This is where reps can test their skills against specific AI-profiles.
- For max. impact, we encourage providing a video walkthrough of your slides.

3. Interactive Sparring: AI Roleplays

Beyond static content, or roleplays linked to courses, creators are encouraged to build Standalone Roleplays within their Modules.

The Scenario: You define the "Opponent" (the AI's persona, pain points, and objections).

The Goal: You can write your own specific scenarios or use the SentientPro AI generator to build them based on your lesson's core skills.

Purpose: This allows users to test the skills they just learned in your courses in a live-fire AI simulation.



4. Visual Branding & Production Workflow

To ensure the Global Pool looks unified and professional, we handle the final "skinning" of your presentation materials.

Raw Creation: Create your slides and documents in a text-only format. You may include images, graphs, and charts where necessary, but avoid custom fonts or complex layouts. If you do lots of design, we may just end up undoing it to meet the branding standards.

The Design Package: Email your raw slides and a high-resolution .png file of your company logo to creator@sentientpro.com.

Templating: Our team will apply the official SentientPro Global Template to your materials and return them to you – the template will include your logo as well.

Final Upload: Once you receive your branded assets, you will use the Creator Portal to finalize the upload and structure your module.



5. Tagging & Complexity

When uploading to the Creator Portal, you are required to tag your content using our simplified taxonomy. You can select up to 3 tags, for example:

- Funnel Stage: (e.g., Prospecting, Closing)
- Sales Skills: (e.g., Objection Handling)
- Frameworks: (e.g., MEDDPICC, P.A.C.T.)
- Intensity Level: You must categorize your course as Essentials, Advanced, or Mastery.

6. Approval & Global Publishing

Admin Review: Every module or individual course submitted to the Global Pool undergoes a rigorous review by a SentientPro Admin to ensure our users get the high standards of training they desire.

Criteria: We look for audio/video clarity, alignment with sales best practices, and effective use of the AI Roleplay feature.

Status: Once approved, your content becomes available to our global user base, contributing to the collective growth of the sales community, and your personal profile gets viewed over and over in our platform!

Ready to build?

Access the Creator Portal in your dashboard and then send your raw assets to creator@sentientpro.com to begin the templating process.

Let's improve sales together.