

Global Contact Lens Provider Eyes Allego to Streamline Sales Enablement

Mobile Video Sales Learning Platform Enhances Coaching, Onboarding and Certification

One of our clients, a contact lens manufacturer selling in over 100 countries, struggled to keep their globally distributed sales force on message. Certifying reps to communicate with both medical professionals and consumer outlets compounded the challenge. The company sought a video sales enablement solution to overcome this.

Finding the Right Solution

“We were excited to use a platform for our onboarding process to share our ‘tribal knowledge’ of best practices,” said the Director of Sales Force Development. But the organization didn’t want to complicate sales reps’ lives nor force the usage of complex software. They wanted a single platform to support the full scope of sales learning they envisioned. The Director continued, “I knew that whatever technology we went with, it needed to be robust and check as many boxes as possible.”

The Director and his team piloted one solution but ran into a number of implementation difficulties and decided it was more trouble than it was worth. They engaged Allego after a colleague heard a medical device firm discuss their successful implementation at an industry conference.

The Many Uses of Allego

Like other medical device manufacturers, companies in the eye care field operate in a strictly regulated environment. They contend with compliance regulations that require them to follow a particular sequence of actions: education, certification, tracking, and monitoring. Before implementing Allego, the company had no formalized or easily repeatable sales certification process. Recently however, they successfully executed three certifications within six months of a product launch, and another for communication and reinforcement of a strategic customer program. These activities solidified sales alignment around a key corporate initiative.

The company used Allego to accomplish these certifications using two methods. The first was certification in its purest form. Managers assigned required reading for reps to use as a foundation for their talking points. Reps practiced

Use Cases

-  *Best practices library*
-  *New product launch*
-  *Certification*
-  *Practice and coaching*
-  *National sales meeting*

their pitches with Allego before recording and submitting them for approval. Managers provided point-in-time feedback within each rep's video presentation using Allego, allowing reps to quickly refine those parts of their presentation that still needed improvement. Reps got comfortable with new vernacular and how to differentiate the company's products by practicing with Allego – instead of practicing on customers.

The second method required reps to view recorded presentations and then successfully complete a quiz at the end. Allego provided managers with reports on each rep's progress and quiz results, making compliance verification simple.

An additional area of improvement centered on messaging delivered by doctors the company employs as third-party sales consultants. Allego enabled them to better educate the few dozen consultants they work with around the U.S. to be more fluent in discussing the company's products. The company now has an advantage over other vendors these doctors work with.

Lastly, the company now better leverages technically advanced new product information. Management dedicates significant resources to ensure new content created and rolled out for use in the field is technically accurate. Groups responsible for generating this information now use Allego to record videos of subject matter experts giving virtual presentations. This way, a rep can show the video during a sales call to guarantee information is communicated correctly.

Ensuring Smooth Adoption

Although the organization's sales training team knew management would receive Allego with open arms, they feared reps might be hesitant. "By default, when you introduce a new technology, there's an automatic rejection," observed the Director of Sales Force Development. "People's reaction typically is that it takes too much time to learn, or it's too much trouble." So the team first rolled out Allego with a select group of top reps. They emphasized team collaboration, rather than formal pass/fail certification, to get users comfortable. Each rep recorded two videos: a corporate pitch and a comparison of the company's two key products. "By going through a series of guided exercises, it takes the sting out of the 'new technology' piece," reported the Director.

Pilot users praised Allego's ease of use, paving the way to broader adoption beyond the initial "best practices" library. The company used Allego to provide "top down" communication as well as peer-to-peer feedback and field generated experience sharing. The peer-to-peer feedback and field-generated content truly changed the learning experience, according to the Director.

The dynamic experience of watching an individual presenting and talking through their slides with Allego videos shortens the learning curve compared to the static experience of reading through a deck. The viewer takes in the inflection, attitude and excitement of the presenter, as well as details and context from a seasoned rep that won't come through in a document. Reps at the company praised Allego for features like "one-button" recording and the ability to reply at any given point in time in a video. Inline commenting enabled managers to coach team members remotely, which is key for the organization's globally distributed team.

Allego is now an integral part of the workflow for sales enablement at the company. According to the Director, "Allego has become part of the corporate vernacular here.

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Director of Sales Force Development

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Allego On Stage

Allego's widespread adoption made it natural to use the platform to enhance the company's most recent Americas Sales Conference. Prior to the event, managers nominated select team members for special recognition. Teams submitted entries in the form of minute-long Allego videos and shared them at the conference.

Next, participants used Allego for team building. Attendees divided into teams for a cooking competition. Team members captured and shared these videos using Allego on their mobile phones, demonstrating the simplicity of video and the immediacy of mobile technology.

Event organizers made videos accessible to all attendees and used Allego to announce contest winners and tease the upcoming day's contests each evening. This made the conference more memorable and provided nostalgic keepsakes from the event.

Conclusion

The Director of Sales Force Development and his team plan to continue expanding the organization's use of Allego. The next major initiative entails integrating Allego with a new learning management system (LMS). Content from Allego will complement assets housed in the LMS. Using Allego to develop learning plans for new hire onboarding is also on the horizon.

Allego provides the company with a single platform for sales learning processes that previously required multiple systems. Its ease of use for individual reps and integration with other corporate systems allowed the organization's sales training team to achieve their strategic sales development goals across a global sales force while meeting compliance requirements. Their future looks bright!

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About Allego

Allego provides an intuitive sales learning platform that boosts sales performance by harnessing the power of mobile devices to transform enablement and training through video content sharing. With Allego's mobile-first platform, organizations can create and curate the best content from the field and corporate office to better train and collaborate with sales teams, without the time and expense typically associated with in-field coaching or on-site training. Users can easily access relevant, quality content, anytime, anywhere, allowing them to capture their best ideas, master their pitch and accelerate their performance. Tens of thousands of global users across a range of industries have adopted Allego to improve sales success. Explore further at www.allego.com.