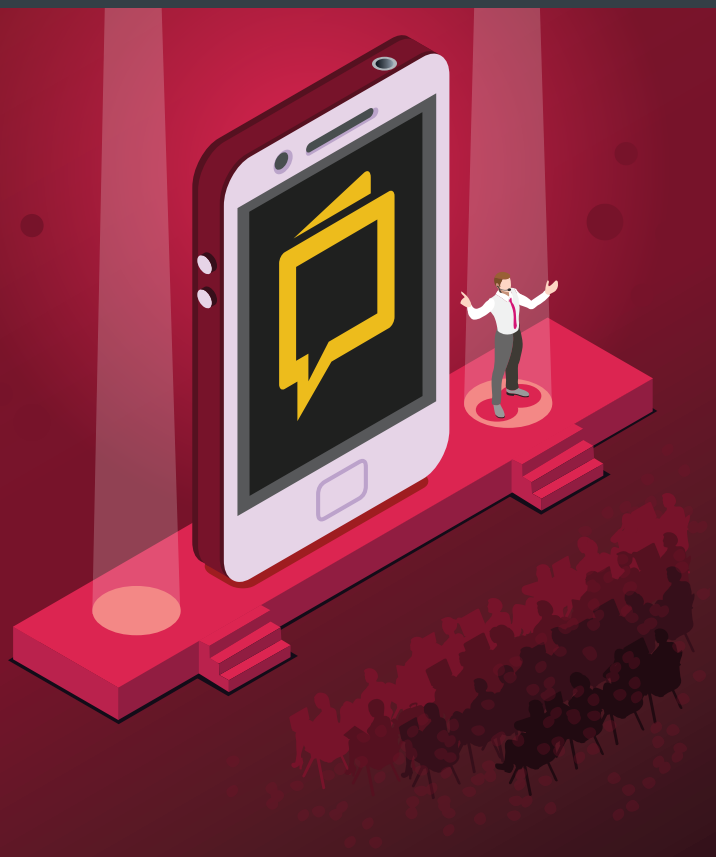
Allego Sales Learning Platform for the National Sales Meeting

Allego Sales Learning Platform provides a number of big opportunities to ensure your team is getting the most out of your National Sales Meeting and leveraging it when they are back in the field, interacting with customers.



1. Setting the Stage

Before the meeting, distribute videos that your sales team can view to be better prepared for a productive and successful meeting. Sales leadership can share a few brief videos to set the stage for an engaging sales meeting. Allow your sales team to hear from you about your expectations for the meeting, the agenda, the speakers and how the meeting will help to launch a record-setting year for the entire team. Replace housekeeping presentations with videos (compliance, admin, etc.). Management can confirm the sales rep has watched the video but does not necessarily need to be presented live at the meeting.

2. Prepare to Learn

Distribute marketing and training videos that the sales reps can watch prior to the meeting and show up ready to discuss and ask questions making this valuable time about engagement and understanding rather than simply "drinking from the firehose". Sales reps can review the basics before the live sessions. Speakers can then get to a deeper level of discussion, and the sales questions can be about strategic implications and client scenarios they want to review. Sales reps will retain and understand the content to a far greater degree because they will be hearing it repeatedly and engaging in a discussion.

3. Get It All on Video

At each day's conclusion, post a video of each session. These videos will provide ongoing reference material for your team. Much more interesting and engaging than a PowerPoint deck, these videos will be used for on-demand knowledge, skills development and Just-in-Time Learning when the sales team is back in the field.

4. Engage the Team Post-Meeting

As the Sales meeting wraps up and the sales reps are traveling back to their regions, send out a video "assignment" asking meeting attendees for their feedback on "Top 3 takeaways" from the meeting. When back in the fields, sales reps should start to practice some of the skills and messaging that they have covered in the meetings. Ask your team to share a short video applying the skills taught at the meeting. A manager can provide feedback to those videos and then even "certify" that your reps have successfully absorbed the product and sales training using scorecards that reflect your standards.

Allego for ROI

Your meetings require a large investment of time, money and resources. You must be confident that the investment will pay off in the form of sales growth. Your team must absorb the meeting content and apply their new knowledge as they venture back out to clients and prospects. Allego will ensure a high ROI on your sales meeting investments by allowing you to use the in-person time most effectively, by capturing presentations and sessions so that they can be accessed repeatedly on-demand and by reinforcing skill-development and knowledge sharing after the meeting is over when your team back in the field.

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