Consistent Delivery of a New Marketing Message
Driving higher sales performance by delivering a consistent message across a globally distributed organization.

Synopsis
Bullhorn, the leader in CRM and vertical solutions for industries like staffing and recruiting, continually looks for ways to optimize and improve its sales operations in order to drive higher performance across its organization. Learn how an industry leader successfully delivers a consistent corporate message across a globally distributed sales force enabling Bullhorn to accelerate the onboarding of new reps, provide ongoing training, and improve win rates.

The Bullhorn Story
How does an organization transition a globally distributed sales force of nearly 100 associates to a new marketing message in record-time with proven consistency? Bullhorn, the Boston-based global leader in software for sales, staffing and recruiting, has a worldwide sales team of 100 individuals. The team is organized into four channels across three continents. Historically, Bullhorn would fly both new hires and existing reps into the Boston headquarters for a week or more to deliver onboarding or ongoing training. With new product announcements and a new corporate strategy under development, COO Justin Teague paused to evaluate how to best roll out these new marketing messages. Ideally, this method would be cost-effective and guarantee that each salesperson could nail new pitches consistently.

Onboarding
Justin and his team developed a “Message to Win” campaign involving three new marketing messages designed to make Bullhorn stand out in its crowded market and to further drive Bullhorn’s rapid growth. To be successful, these new corporate messages
To be successful, these new corporate messages designed to make Bullhorn stand out in its crowded Onboarding each salesperson could nail new pitches consistently. Ideally, this method would be cost-effective and guarantee that evaluate how to best roll out these new marketing messages. Under development, COO Justin Teague paused to training. With new product announcements and a new corporate headquarters for a week or more to deliver onboarding or ongoing Bullhorn would fly both new hires and existing reps into the Boston marketing message in record-time with proven consistency? Bullhorn, the Boston-based global leader in How does an organization transition a globally distributed sales force of nearly 100 associates to a new strategy? Justin decided to launch Allego, the enterprise knowledge sharing software platform that helps teams capture, socialize, refine, and share their best stories and messages via mobile video.

The three key messages the sales reps needed to learn as part of the “Message to Win” campaign were:

1. Bullhorn is “Obsessed with Speed”
2. Bullhorn’s architecture is “True Cloud”
3. Bullhorn’s solution is “Built to Last”

Consistency

Justin and his team scripted these three stories and used Allego to create and share three concise videos of 2–5 minutes in length. These initial videos served as the benchmark of how each message was meant to be delivered effectively by each sales rep.

Justin asked the sales team to review the “Obsessed with Speed” story first and then film themselves pitching the story. The Allego platform allowed the sales reps to absorb the new message by watching and learning from the initial best practice video example. The reps used Allego to film themselves practicing the pitch over and over again to achieve on point content and consistency. Using Allego’s patent-pending in-line feedback functionality, Bullhorn’s corporate managers now had a way to review each rep’s video and provide direct feedback and coaching, regardless of where the rep was located. Over the 6-week Allego roll-out, videos were scored on seven criteria. Each salesperson carefully reviewed his/her coaching feedback on the initial video before submitting a second, improved video. Reps repeated this process, refining their messaging and delivery technique, until their managers declared them certified in “Obsessed with Speed.” With each round of feedback, improvements were measured and tracked based on a simple star-rating across the seven criteria. Reps reviewed their scorecard and knew where increased focus and effort was needed. This same certification process was repeated for the “True Cloud” and “Built to Last” message strategies.

The final results were exactly what Bullhorn envisioned. Their entire sales team had been trained effectively and efficiently on the new marketing messages. Reps heard these messages directly from their COO and their Product Marketing team and then practiced under the watchful eyes of their managers and professional presentation coaches until they could deliver the messages professionally and persuasively. Travel expenses
Acceleration

Bullhorn faced another common challenge for fast growing technology companies: sales turnover. Justin identified that in order to maintain high growth and reduce the impact of new sales people coming into the organization, Bullhorn had to reduce the ‘time to productivity’ for new sales talent. The Allego platform enabled Bullhorn to onboard new reps with this new messaging quickly and enabled a faster, more effective and efficient training while allowing the new sales talent to spend more time in the field and less in a classroom. The result when Allego was combined with Bullhorn’s training strategy was a 30% reduction in training time and expense. Once in the field, sales representatives were showing an ability to close business in the first 2 weeks compared to almost 2 months previously. Allego gave Bullhorn a way to ensure consistency of message delivery and a standardized method for managers to evaluate and coach their direct team, all from a remote distance and separate time zones.

The result when Allego was combined with Bullhorn’s training strategy was a reduction in training time and expense.

Ongoing Success

Use of Allego enables Justin and his team to build a sales organization that is capable of scaling without increasing the cost of onboarding and training. The Allego platform also allows Bullhorn a way to consistently evaluate and measure performance of sales reps while continually optimizing sales performance and increasing win rates.
In a competitive marketplace, it is important that we look to standardize how we go to market to scale and grow. If we can increase our ability to consistently deliver Bullhorn’s message across our global reach, and increase win rates by even by 5-10% because we’re able to continually evaluate our reps, this translates into a net increase in revenue. Additionally, we’re able to decrease our training and onboarding costs by 30% as we continue to expand globally.

Justin Teague  
COO  
Bullhorn

Bullhorn now integrates Allego into its New-Hire Boot Camps and has been able cut one full week off the total camp time. The Bullhorn training staff uses Allego to teach "Message to Win" and other topics. Most recently, Bullhorn continued expansion in Australia and rather than flying 2-3 reps to the US-based headquarters for 3-4 weeks, Bullhorn will reduce its costs and rely on Allego to train and onboard the new reps remotely, not only for socializing consistent messaging but for perfecting delivery through coaching and feedback. The Allego platform acts asynchronously, meaning a new rep in Australia can record and share a video and review coaching feedback during his/her business hours, which may be 3AM EST, and the Boston-based training manager can review videos and provide feedback during his/her own business hours. Without spending the dollars for training and living expenses for these new-hires to come to Boston, Bullhorn’s training managers can be confident each new hire is progressing on-time, absorbing the corporate messaging, and perfecting their presentation skills.

As part of the Vista Equity Partners portfolio, Bullhorn is recognized as a best in class software vendor and its use of Allego enables Bullhorn to operationally scale its infrastructure while continuing its accelerated growth in its market space.

About Allego

Allego provides an intuitive just-in-time learning platform that boosts sales performance by harnessing the power of mobile devices to transform sales training and enablement 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 distributed 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. Over 10,000 global users across a range of industries have adopted Allego to improve sales success. Explore further at www.allego.com.