

ALLEGO and SEISMIC

A WINNING COMBINATION



Allego and Seismic customers can combine Allego's industry-leading sales learning and readiness platform with the data, analytics and content management capabilities of Seismic's powerful sales enablement solution to increase productivity and win more deals.

Salespeople are best prepared when they have easy access to the critical content they need for customer interactions in one place, know how to use marketing assets most effectively, and are able to improve customer interactions through up-to-date, agile video content that resonates with buyers.

The integration between Allego and Seismic enables our joint customers to do just that, capitalizing on two industry-leading platforms to deliver the content and training to help ensure that your salespeople will make the most of every sales interaction.

With Allego and Seismic, your reps:

- 📄 Improve productivity by accessing content in one place
- 📄 Engage external audiences more effectively with agile content
- 📄 Have better access to info from SMEs and successful sales peers

RESULTS:

Better content effectiveness and ROI

Less time wasted finding content

Improved sales conversations

More wins



"Allego and Seismic enable our teams to learn all of our sales collateral and the soft skills needed to drive high quality interactions with our clients. This integration will directly impact their continued success." — CJ Neshier,
Head of USI Client Skills Development,
T. Rowe Price

OVER 180,000 PROFESSIONALS ACROSS A VARIETY OF INDUSTRIES WORK SMARTER USING ALLEGO



WORKING TOGETHER

The integration between Allego and Seismic capitalizes on the best capabilities of each platform, enabling reps to access the right marketing and training content when and where they need it. Here's how it works:

- Combines best-of-breed technologies
- Streamlines content access
- Ensures proper content use
- Improves access to best practices

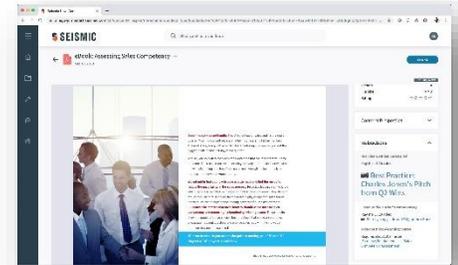
Agile Video to Engage Buyers



Sometimes the best way to engage a buyer is with timely, compelling, or personal video content, easily sent and tracked by your salespeople. With Allego and Seismic, your agile Allego videos sit alongside all of the other content in Seismic, are sent directly from your Seismic platform, and then tracked in both Seismic and Allego. Now reps can easily engage buyers with both Seismic assets and agile Allego content anytime and anywhere.

Just-in-time Training for Improved Content Effectiveness

Finding just the right content for each selling situation is only half the battle; salespeople also need to know how to use content effectively to get the best result. Now sellers can see Allego videos showing how to improve the impact of presentations and other Seismic content narrated by highly respected top sellers and SMEs, accessible as links directly within the Seismic content instructions. With just-in-time training powered by Allego, salespeople use content more effectively, leading to better interactions and improved results.



Access to the Latest Content Every Time

When you certify reps, are you using the latest version of the content they'll use in the field or some version that's months old and out of date? Allego's integration with Seismic ensures that reps always train on the latest version--regardless of when they join or how often content is updated. Simply grab the link to the document in Seismic and mirror it inside Allego as a Web link content item, and now your courses and channels always point to the latest content versions in Seismic. You can even announce new and important training material right in Seismic's news center so that reps have easy access and are always up-to-date.

Allego's award winning Customer Success Team guides you through Allego's proven Blueprint Methodology, ensuring successful adoption and use, helping them achieve immediate ROI, and enabling them to avoid missteps and waste.



ABOUT ALLEGO

Allego's modern sales learning and readiness platform elevates sales team performance by combining training, practice, coaching, and knowledge into one app, streamlined for the rapid pace of sales. With Allego, sales teams onboard better, confidently deliver the right messaging, rapidly adopt best practices, coach and practice more frequently, and collaborate better with peers and the home office. **Explore further at www.allego.com.**