

### Remote Coaching & Feedback

Today's geographically dispersed sales teams face many challenges. These challenges can include communicating a consistent message, articulating value or having subject matter expertise on the buyer's industry or solution. Leading sales organizations have found that the simplest and most impactful way to facilitate remote coaching and feedback within their teams is to leverage mobile-video for collaboration anytime, anywhere.

As a manager, the power of Allego's native mobile access and video-based technology extends your reach and maximizes your time. From your office, hotel room, or flight, you can accomplish as much as you could in a ride-along. Whether it's an existing product or service, or a new offering, Allego can facilitate the training between managers and teams and the ability to master their pitch in every sales situation.



#### Customer Use Case

*Global Investment Management Firm improves decade old training*

#### Challenge

-  *Firm sought to improve effectiveness of decade old message consistency program*
-  *Seventy retail wholesalers required to participate*

#### Results

-  *Firm used Allego as primary platform for program delivery*
-  *Strongest year yet due to use of Allego*
-  *Not one person had to go through remedial training*
-  *Recognized savings in time and money with reduced need for travel and live meetings*

#### Use Allego's platform to:

##### 1. Prep and mentor the sales team

Create a short video asking for each team member to record and submit their version of how they handle a certain selling situation. They can then go through and pick out the best pitch, and share that video with the whole team as an example of what "good" looks like.

##### 2. Drive skills practice & coaching for new products

Use Flashcard drills to reinforce long-term and short-term expertise on product knowledge. Managers can intelligently target oral exams, courses and coaching. Expertise level is tracked and drills will focus on areas for growth.

##### 3. Deliver just-in-time competitive intelligence sharing

Build a library of short videos that reps can access between sales calls for a refresher on anything from product features to regulatory information. Such a library can even contain examples highlighting best practices, insights from the field, tips on objection handling, and customer stories with their entire team.

#### 4. Provide remote training and certification

Evaluate and certify sales reps without the challenges of travel, scheduling logistics or connectivity. After viewing a certification submission, managers can provide in-video feedback and provide a standardized assessment with a customizable criteria scorecard.

#### 5. Drive message consistency

Share new product messaging, give assignments and see exactly how reps are delivering their pitch. This allows managers to continually review individual reps' performance even with geographically dispersed teams.

#### 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](http://www.allego.com).*