



Boost Sales Methodology Adoption and Success with Allego

Rolling out a new sales methodology is a team effort. Organizations find themselves totally recasting their approach to moving buyers through sales stages. Trainers and managers need a tool to quickly gain buy-in from reps, then identify competency gaps and address them. Numerous organizations across industries like Financial Services, High Tech, Medical Devices and Pharmaceuticals use Allego to successfully support the most popular sales methodologies such as Challenger, Sandler, Target Account Selling, and more.

Allego supports the following key objectives for successful rollout.

Key Elements

-  *Establish baseline understanding of methodology concepts and gain buy-in from reps and managers*
-  *Reinforce key concepts for deeper retention and understanding*
-  *Ensure consistent execution of new talk tracks by expanding coaching opportunities*
-  *Roll out a coaching framework for managers and maximize coaching conversations*
-  *Create best practice video channels to make methodology support materials easily available whenever, and wherever reps need it*

Establishing baseline understanding and gaining buy-in

The first challenge involves effectively communicating key concepts of the methodology. Trainers and managers need to introduce terminology, present frameworks, and reframe key selling activities. Organizations use Allego's "Courses" feature to deliver this information in sequenced learning paths with interactive video content coming straight from experts.

Subject matter experts record themselves outlining the benefits of the particular methodology's approach. Respected sales leaders make a five minute video on their mobile device describing key elements. With no special skills, trainers and managers can include chapter markers, comments, audio overlays, quiz questions and more to convert these highly relevant pieces of content into rich, interactive learning modules.

Reinforcing key concepts for deeper retention and understanding

Organizations use Allego Flash Drills to quiz reps with mobile-friendly flashcards so they absorb and retain the methodology's new concepts. Trainers and managers create video flashcards to demonstrate the right way to handle specific selling scenarios.

For example, a trainer develops a flashcard that plays a twenty second mock client scene setting up a particular scenario, and Flash Drills asks the rep how they would proceed. From there, another twenty second video shows the typical customer reaction should the rep use the proper technique. The rep internalizes the right decisions to make through repetition. Flash Drills intelligently shuffles the deck based on each person's strengths and weaknesses so they only see what they need help with. Managers gain visibility into their team's and each rep's level of mastery so they can target additional training intelligently.

Ensuring consistent execution with video practice and coaching

Reps need to execute new talk tracks, present accompanying pitch materials, and adhere to the methodology throughout customer conversations.

Organizations use Allego video coaching to expand coaching opportunities and instigate solo practice among reps.

For example, reps will practice delivering talk tracks on video to get better at weaving through key meeting steps. Then a manager will start a conversation thread within the coaching video to hash out a personalized approach to generic concepts from the methodology. With this capability, organizations increase coaching interactions fourfold without scheduling more meetings. And reps typically do four to five takes before submitting a coaching video, thereby practicing on their own instead of practicing on customers.

Creating best practice video channels

Reps need to see “what good looks like” in order to capture the nuance involved with challenging a buyer’s assumptions or pushing them to think differently about their business. A lack of finesse here can upset the buyer and derail the sales cycle.

Organizations use Allego to create best practice video libraries filled with curated examples from the field. Reps get the chance to watch different personality types handling execution. This gives them an array of examples to model which they can tailor to make the process their own. Easy access to these video libraries on their mobile devices online or offline means reps can pull down high-impact refreshers at the exact moment of need – right as they’re moving a buyer through a particular sales stage.

Rolling out a coaching framework

Popular sales methodologies often use frameworks for teaching managers to coach and continually refine their skills. Senior managers use Allego to show sales managers how to coach reps, then give them video examples of peers or others handling each element of the coaching framework. They can then review the coaching sessions to be sure they’re being done well.

Whether it’s a short video of a top performing divisional VP outlining how they prepare for the coaching conversation, or an article or podcast featuring a respected regional manager giving pro tips on how to embed new behaviors in reps – trainers can take these highly relevant pieces of content and quickly add interactive elements to convert them into rich, engaging learning modules with Allego. They can place them in sequenced learning paths culminating with a Flash Drill to drive home concepts in a convenient, non-intrusive way.

Conclusion

Implementing a sales methodology is a journey. With new concepts to learn, scenarios to become familiar and behavioral change to manage, using Allego to drive the process gets team members involved and sets them up for ongoing improvement and success.

With Allego video coaching, organizations increase coaching interactions fourfold without scheduling more meetings. And reps typically do four to five takes before submitting a coaching video, thereby practicing on their own instead of practicing on customers.

About Allego

Allego’s sales learning platform supports all types of learning in an engaging, convenient and effective way through the use of mobile and video. Tens of thousands of sales professionals learn to sell more effectively using Allego. With Allego, sales organizations accelerate time to competency, accurately deliver on message, confidently handle objections and effectively articulate value. Explore further at www.allego.com.