

Bridging the Gap

Sales Learning Preferences

Sales Managers and Sales Reps don't always see eye to eye on training practices, but they agree that they must bridge this gap and jointly pursue more effective means of training.

Where Opinions Differ

Sales Managers

Managers consider value proposition communication a training topic of higher priority than do salespeople.

2X Managers are more than twice as likely as salespeople to rate roleplaying with manager feedback as important.

Sales Reps

Reps rate their firms' effectiveness in most training topics higher than does management.

They perceive a greater portion of their learning and development time to be self-directed than does management.

Ranking the Importance of Sales Development Topics

- | | | |
|---|---|---|
| 1 | Addressing Customer Questions or Objectives | 2 |
| 2 | Securing Customer Commitment | 3 |
| 3 | Communicating Your Firm's Value Proposition | 7 |
| 4 | Knowledge of Your Firm's Product or Offerings | 1 |
| 5 | Crafting Customer Solutions | 4 |

Improvement Priorities

Three practices were rated among the most important, yet also the areas least effectively used by their firms in training sales reps:



Salesperson Practice



Micro-Learning



Sales Enablement Platforms

Why?

Delivery methods up to now haven't been designed for today's mobile sales force.



Lack of Mobile Adoption

10% Only 10% of companies have fully implemented mobile-enabled training content.

Millennial Preferences

Compared to older peers, 20-something millennials want

↓ 12%

Less In-Class Learning

↑ 18%

More Coaching

33%

Millennials consider role play with manager feedback to be 33% more important than the average salesperson.

Bridging the Gap

92%

Of firms view best practice sharing as an important development practice.

Allego bridges the gap between traditional training approaches and the needs of today's sales teams. Our mobile video sales learning platform provides foundational training courses, reinforces key learnings with video practice, coaching and flash card quizzes, and serves instant access to situation-specific best practices right when reps need it. Customers like Red Hat, BD (Becton, Dickinson and Company) and JP Morgan Chase speed onboarding, improve sales certification, and improve the conversations their sales teams have with customers using Allego.

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