

# Allego's Point-in-Time Video Feedback Trains People Skills in the Sales Brain



Industry: Learning and Development  
Date: November 2018

---

## Executive Summary

---

**Key Stakeholders:** Chief Sales Officers, Sales Directors and Managers, Sales Personnel, Learning & Development Professionals

**Why It Matters:** Sales professionals struggle to internalize and personalize sales pitches. Articles, books and blogs on the art of sales provide a cognitive understanding of people skills, but do not effectively train the behaviors associated with people skills. Allego's Point-in-Time Video Feedback provides the necessary feedback to help sales personnel internalize people skills.

**Top Takeaway:** Companies seeking to improve their sales training and onboarding should consider Allego's Point-in-Time Video Feedback as a strong people skills training product. Allego's Point-in-Time Video Feedback is grounded in modern 21<sup>st</sup> century brain science lessons for training effective people skills.

---

## The Challenge: Mastering the Sales Pitch

---

If you are in sales, you have likely heard stories similar to this on numerous occasions.

*"I have been in sales for over a year now, and I just can't seem to learn out to give an effective sales pitch. My sales manager tells me that my body language is off, and my verbal skills are unnatural and forced. I read all of the required sales training materials and I have even read other articles, books and blogs on the art of an effective pitch. My manager demonstrates how to give an effective pitch and I have watched many videos of others giving an effective pitch. I feel like I understand the material, but when I get in front of potential clients it doesn't feel right, and they don't react positively to me. I am at a loss and don't know what to do..."*

This is a problem in **people (aka soft) skills** and it is common in sales, and many other domains (e.g., leadership). A sales professional with strong people skills always shows the correct body language, always says the right things, and always says it in the right way. They look effortless as well. It is as if their body is so well-trained that they don't even have to think. Their muscles have "memory."

*"Allego's Point-in-Time Video Feedback is a strong people skills training product that exploits what is known about the brain science of people skills learning." – Todd Maddox, Ph.D., Research Fellow, Amalgam Insights*



*For Personal Use. All rights reserved. This publication may not be reproduced or distributed in any form without Amalgam Insights' prior written permission.*

# Market Milestone: Allego's Point-in-Time Video Feedback For Sales

**Learning science**— the marriage of psychology and brain science — makes clear that people skills are hard to train because they involve behavior change and behavior change is gradual and incremental. Brain science shows that gradual incremental behavior change follows from real-time interactions in which behaviors are either rewarded or punished. These rewards and punishments affect behavior change through their effects on the behavioral skills learning system in the brain. The critical structure in this system is the basal ganglia, and the critical neurotransmitter is dopamine. Rewarded behaviors lead to dopamine release in the basal ganglia and an incremental increase in the likelihood of that behavior being repeated. Punished behaviors do not lead to dopamine release in the basal ganglia and instead lead to an incremental decrease in the likelihood of that behavior being repeated. Unfortunately, existing training technologies are poor at training people skills because they do not utilize real-time reward and punishment feedback.

Consider the sales professional's struggles outlined above. Although reading articles, books and blogs on the art of sales is advantageous, it provides a *cognitive* understanding of people skills, not a behavioral understanding. Similarly, although watching another give an effective pitch is advantageous, it is purely *observational*, not behavioral. Ultimately the learner must generate the behaviors and receive feedback for true behavior change to take place.

**Allego**, a sales enablement and sales training platform, understands the learning science. They have built a Point-in-Time Video Feedback offering that is one of the most effective people skills offerings on the market.

It is for this reason that I included Allego in a **recently published Vendor SmartList™** that used **best practices derived from learning science** to identify **effective sales training platforms**.

## Allego's Point-in-Time Video Feedback Approach to Training People Skills in Sales Brains

---

While conducting research for the Vendor SmartList™ I received a briefing on Allego's Point-in-Time Video Feedback offering. I have seen many video coaching offerings from dozens of vendors. Most are only modestly effective and do not engage the behavioral skills learning system optimally. Allego's offering was different. The majority of video coaching offerings allow the user to videotape themselves, for example, giving a sales pitch. They are allowed to videotape themselves as many times as they like, and once satisfied, they can then submit that for feedback from a sales manager. The most common approach is for the sales manager to watch and listen to the pitch and to then record their reactions and feedback. In some cases, the sales manager is also allowed to rate the pitch on a number of relevant dimensions such as tempo, believability, etc.

Notice that the feedback is asynchronous, not interactive, and is included at the end of the pitch, not throughout. Allego's Point-in-Time offering is different. Instead of providing feedback at the end, the feedback is inserted and embedded throughout the sales professional's videotaped pitch. This feedback can be targeted and specific to some aspect of the pitch at that point-in-time. Although not in real-time, in the sense that the feedback is not occurring interactively while the sales professional is giving their sales pitch, by embedding the feedback at specific points-in-time, the sales professional can view themselves giving the pitch and can receive feedback at specific points.



*For Personal Use. All rights reserved. This publication may not be reproduced or distributed in any form without Amalgam Insights' prior written permission.*

# Market Milestone: Allego's Point-in-Time Video Feedback For Sales

From a learning science perspective, the sales professional can *visualize* themselves, *re-live* the experience giving the pitch, and can *receive* corrective feedback on the fly. This simulates real-time, interactive feedback and is much more effective at engaging the appropriate people skills brain regions than receiving feedback at the end of the pitch. It is also scalable, which is a serious challenge for truly interactive offerings.

## Conclusion

---

Allego's Point-in-Time Video Feedback is a strong people skills training product that exploits what is known about the brain science of people skills learning. While learning science makes clear that there is still room for improvement, this is one of the better people skills training offerings on the market today, and I have seen dozens.

I look forward to following Allego as it refines its offering and moves more toward real-time interactivity. In the meantime, the Point-in-Time offering is solid and sales professionals are clearly reaping the benefits.

W. Todd Maddox Ph.D  
Learning Science Research Fellow  
November 6, 2018



*For Personal Use. All rights reserved. This publication may not be reproduced or distributed in any form without Amalgam Insights' prior written permission.*

# Market Milestone: Allego's Point-in-Time Video Feedback For Sales

## About Us

### TODD MADDOX LEARNING SCIENTIST/ RESEARCH FELLOW



Todd is a Learning Scientist/Research Fellow at Amalgam Insights. He focuses on the Learning & Development sector and the challenge of leveraging learning science—the marriage of psychology and brain science—to provide customers with optimized learning and development solutions.

Prior to Amalgam Insights, Todd:

- Established himself as a leader in the field of human learning, memory, and performance in a 25-year career as an academic and researcher.
- Was awarded over \$10 million in federal research funds for his own human learning and performance laboratory.
- Published over 200 peer-reviewed research reports and was cited over 10,000 times by fellow researchers.



### ABOUT AMALGAM INSIGHTS



Is a leading research and advisory firm focused on the strategy, collaboration, and scientific approach needed to optimize Technology Consumption.

Our focus on the management, utilization, and adoption of technology bridges key strategic gaps in maximizing the value of enterprise technology.

Tactically, AI focuses on the following practices as part of the Technology Consumption Management umbrella:

- Technology Expense Management
- Data Science Preparation
- Accounting and Audit Automation
- DevOps and Security
- Enterprise Collaboration
- The Science of Learning and Development

**Phone:** +1 415 754-9686

**Website:** [www.amalgaminsights.com](http://www.amalgaminsights.com)

**Twitter:** @AmalgamInsights

Disclaimer: Amalgam Insights provides consulting, research and advisory services to a variety of technology consumers and vendors, and may have revenue-based client relationships with companies mentioned in our research.



*For Personal Use. All rights reserved. This publication may not be reproduced or distributed in any form without Amalgam Insights' prior written permission.*