

CONTACT LENS MANUFACTURER CASE STUDY



The Challenge

A contact lens manufacturer selling in 100+ countries struggled to keep its globally distributed sales force on message. Certifying reps to communicate with both medical professionals and consumers compounded the challenge, as did the long list of regulations the company needed to comply with.

In addition, the company had no formalized or easily repeatable sales certification process.

Neither the company nor the Director of Sales Force Development wanted to complicate reps' lives by forcing them to use complex software packages. They wanted a single learning platform to support the full scope of sales training they envisioned.

Solution

After learning about Allego's sales learning and coaching platform from a colleague, the Director employed Allego to drive greater seller competency using two methods:

- Managers assigned required reading to reps as a foundation for their talking points. Reps then practiced their pitches with Allego, and submitted them for point-in-time feedback. This allowed salespeople to refine the parts of their presentations that needed improvement.
- Reps viewed other sellers' recorded presentations before successfully completing their own for feedback and scoring. Allego's out-of-box reporting gave managers new visibility into each rep's competency levels.

The team also used Allego to better leverage technically advanced new product information, as well as to improve messages delivered by doctors who serve as third-party sales consultants for the company.

Results

Thanks to Allego, the company successfully executed three sales certifications within six months of a new product launch.

Allego drove greater product expertise and message fluency among the doctors the company employs as third-party sales consultants. As a result, the company gained an advantage over other vendors the doctors work with.

Overall, Allego's ease of use spurred widespread adoption and propelled the sales training team to achieve their strategic development goals across a global sales force while meeting all compliance requirements.



"Allego has become part of the corporate vernacular here. People say, 'Just create an Allego on that' or 'Go to Allego to find that.'"

Director of Sales Force Development
Global Contact Lens Manufacturer

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