

Technology Leader Chooses Allego to Deliver Global Message Consistency via Video Learning

Sales reps can now leverage Allego's intuitive, easy-to-use platform while providing just-in-time learning to distributed sales teams.



Synopsis

Allego recently worked with a technology pioneer* in the market for audio recording technology, serving both regulated and non-regulated industries. As they expanded into the adjacent spaces of communication intercept and video capture, they quickly became a major player in the overall security market. Today, this firm operates globally with more than 4,800 employees and a field selling team 400 strong. The Sales and Channel Sales Enablement team researched many solutions to help train and support their expanding global sales team. After an extensive search, they chose Allego.

The Challenges of Success

In the marketplace for security, risk and compliance solutions, this firm built a high-growth company with a global footprint. This created significant challenges in delivering the face-to-face training the entire team required. "Getting everyone together became both cost prohibitive and logistically difficult," according to the VP, Global Sales and Channel Sales Enablement. Additionally, conducting smaller regional training sessions put a huge time and travel burden on their training and marketing teams. Even differences in time zones limited how often they could get the right people on a conference call to review messaging. All of this, coupled with the introduction of new offerings and the acquisition of new capabilities, made both consistency and frequency of training difficult. The twin challenges of training both new employees and keeping existing employees up to speed meant they needed a better approach.



*This customer has chosen to remain anonymous to protect confidential information and competitive advantage.

Ensuring Message Consistency

To meet these challenges, this technology leader needed a robust platform for knowledge sharing, which allowed users to receive training when and where it was most convenient for them. “Just as we are in the business of providing actionable intelligence to our customers, so too must our sellers have the most up-to-date information to compete in the market,” said their Vice President. “It was critical for our success to capture both real-time learning and core messages in video content, which could be shared throughout the organization.” At a very basic level, they needed to ensure the consistency of messaging across the sellers. The goal was to have the sellers using the same set of slides, with the same talk track, delivered in the same way, across all field-facing employees. Creating the content was easy, ensuring it was delivered the same way every time was not.

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Solution Requirements



- Distribute and curate a “best practice” recorded version of company presentations that could be used by all sales staff
- Allow for coaching and commentary from managers and peers
- Provide an easy way for sellers to capture themselves delivering the presentation so it could be reviewed and critiqued remotely
- Track and report on platform usage and its impact to the organization.

“We found all of this in the Allego solution,” says this firm’s sales and channel leader. “Allego gave us the entire lifecycle of training for our sellers on presenting the message. They could view a best practice version of the slides with coaching tips, record their own version, and receive feedback on how they performed.” After reviewing several different solutions, one big differentiator for Allego was how it integrated coaching into the platform. “Not only was it easy for our team to review sellers’ recorded performances, they could then add notes as they reviewed. This meant that sellers got not only specific guidance, but they could do all this without having to schedule an appointment or get on the phone with a trainer.” This freed up an enormous amount of time for them and improved the speed of feedback and the quality of the end product: the sales presentations.

The Impact

Deploying Allego was very simple. The process started by training the first 200 North American sellers over a three-week period via web sessions. After using the tool for 30 days to gather feedback, they expanded the rollout to Europe and Asia. "Allego is now used by all of our sellers globally and is a key tool we use to certify our field level employees on message delivery." The feedback from their sales managers has been that they see a marked difference in the level of confidence of sellers in the field. Their ability to articulate the message has improved and they've achieved much more consistency in message delivery. They believe that the level of consistency and professionalism they have developed using Allego will serve as a significant differentiator in their space.

The success of Allego across the global sales organization has prompted the services organization to begin using the platform. Future growth is also anticipated as the company begins leveraging the platform for their channel partners as well.

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About Allego

Allego provides an intuitive just-in-time learning platform that boosts sales performance by harnessing the power of mobile devices to transform sales training and enablement 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 distributed 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. Over 10,000 global users across a range of industries have adopted Allego to improve sales success. Explore further at www.allego.com.