

6 Ways to Train Your Team When the Sales Meeting is Canceled



Learn proven tactics to get new hires up to speed, keep your team on track, and maintain training momentum—even if your sales meeting is canceled.

Companies around the globe are canceling sales meetings and training sessions to help prevent the spread of COVID-19. Sales leaders, sales enablement managers, and sales trainers are wondering how to get new hires up to speed and keep teams on track.

Building a virtual training program when you've relied on in-person meetings may feel like an impossible task. Fortunately, there are several proven tactics that organizations can employ to train remote teams quickly with the aid of technology.

Hundreds of companies have turned to Allego to build and enhance their sales training programs. Allego's sales learning and readiness platform offers the flexibility, timeliness, and accessibility that sales teams need, especially in uncertain times. Customers can get their teams up and running in just days.

We analyzed a wide range of sales training programs and uncovered several key elements for success. Incorporating each of these tactics into your training process will ensure every rep is ready for customer interactions and can capitalize on opportunities to win business.

Here are six ways you can use Allego's mobile video-based platform to ensure that your sales reps get the training they need to be productive—despite travel restrictions.

1. Leverage Video and Recordings

When you can't bring your reps into the home office, the next best thing is video. Keep in mind that your reps will learn and retain more when these sessions are created specifically for remote kickoffs and sales meetings. Presenting live, to an in-person audience, is easier and more engaging when you have the energy of the crowd to feed off. But with travel restrictions in place, presenters must "stand and deliver" for the camera.

Instead of simply hoping in-person presentations will translate well when delivered on video, equip your presenters with the ability to practice, watch their recorded takes to self-correct, and receive coaching and feedback to perfect their delivery on camera. Use automated call recording and meeting analytics to package the session into content that reps can access on-demand and interact with through point-in-time video discussions.

Takeaway > Convert in-person meetings to video exercises developed specifically for your training needs.

2. Take Advantage of User-Generated Content

Don't be tempted to build only structured courses. In-person training provides a highly engaging medium for reps to learn and share ideas. Replacing it with static online courses often leaves learners distracted and bored. Rather than building standard learning programs with SCORM content, PDFs, or professionally-produced videos, you can bring your learning paths to life by interspersing highly engaging video exercises and user-generated video content created by top salespeople and trusted experts in the field. Reps trust advice from others "in the arena." Using a mobile platform to deliver this training allows reps to access it on-the-go, when they need it the most.

Takeaway > Make remote learning and training programs more engaging with user-generated content and deliver asynchronously to maximize engagement.

3. Drive Skills Development

Coaching and practice drive home concepts and ensure reps apply what they've learned in training. But with travel restrictions in place, managers and reps are stuck relying on phone calls or scheduling video conferences. Instead, managers are using Allego to initiate video coaching and role play easily on their own time—from any location—with one or two taps on their mobile device. You can provide effective coaching with contextual notes and feedback directly inside training or certification videos to address specific behaviors at the moments they occur.

Takeaway > Deliver remote coaching and role play to hone skills.

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4. Reinforce Learning

80% of learning is lost within 30 days of a training session if not reinforced. But flying coaches and trainers around is not an option in today's environment. Instead, organizations are using machine learning to identify reps' individual learning gaps and serve them tailored exercises on their mobile device, tablet or laptop on automated cadences. For thirty seconds per day over several weeks or months following a training, reps build proficiency and reinforce newly acquired knowledge so they enter into customer conversations prepared to articulate value.

Takeaway > Ensure knowledge retention with adaptive micro-learning on mobile devices.

5. Build Intelligent Content

Instead of attempting to provide remote training for every possible scenario reps might encounter, organizations are using intelligent playbooks to serve up deal-specific content at the moment of need. Sales learning and enablement professionals rely on the platform to serve up deal-specific messaging, objection handling, and competitive differentiation stories at the account or opportunity level. Build a library of short videos that reps can access between sales calls for refreshers on anything from product features to regulatory information to competitive intelligence.

Takeaway > Provide just-in-time resources for deal prep, product refreshes, or competitive intel.

6. Spur Collaboration and Best Practice Sharing

Once reps begin applying what they've learned in training, collaboration and best practice sharing is critical to refine their messaging and learn about winning approaches from the field. Organizations are making it easy for anyone to create and share rich video content from their mobile device to disseminate ideas and approaches. Managers, reps, and subject matter experts use video to capture and share ideas, competitive intelligence, or best practices after sales calls. Your sales training team can repurpose this powerful content for learning paths and playbooks.

Takeaway > Enable collaboration and best practice sharing with video when reps can't meet face-to-face.

Maintain Training Momentum Even if Your Sales Meeting is Canceled

Don't let meeting cancelations and geographically dispersed teams slow your momentum. Even when your sales force is working remotely and can't travel or meet with prospects, there are still ways you can keep your training on track. Sales leaders, sales enablement managers, and sales trainers can leverage these six tactics to get reps up to speed and maintain productivity.

Using a mobile platform to deliver training allows reps to access it on-the-go, when they need it the most.

Training a remote team of sales reps is a unique challenge but with the right strategy, organizations can succeed. Focus on both the technology to make remote teams work and the human element inherent in sales. Make sure you're providing your reps with the tools, knowledge, skills, and support they need to be successful.

Allego is the only agile sales readiness platform that supports learning, content, and collaboration in the flow of work. Look at what's possible:

-  Create courses and certifications that demonstrate both rote knowledge as well as application in live selling situations.
-  Leverage learning reinforcement to ensure that learning is internalized and used over time rather than learned once and forgotten.
-  Provide formal and ad hoc, point-in-time coaching between reps and managers to hone skills or prepare for selling situations.
-  Create and share content from salespeople, subject matter experts, sales leaders, and others from any device to disseminate ideas, competitive intelligence, and winning approaches.
-  Share feedback or gather insights from peers, and obtain access to just-in-time content so reps are always up-to-date—anytime and anywhere.
-  Enjoy an intuitive, mobile-friendly user experience with online and offline access.

With Allego, you can help your sales teams accelerate revenue growth by improving training effectiveness and expanding support for reps in their everyday selling activities. You can also eliminate unnecessary costs by enabling reps to receive high-impact training in the field rather than at HQ or offsite meetings, and reduce risk by ensuring that they've got the message nailed before they take it to prospects.

Get Results at the Intersection of Learning and Technology

Allego elevates performance by combining learning, content, and collaboration into a single app that works wherever your team is based, while using their phone, tablet, or laptop. Nearly 200,000 professionals from the world's best sales teams use Allego to accelerate results. Don't rely on outdated methods. Empower your team with agile learning that delivers results while keeping them in the flow of their daily work. Learn more at www.allego.com.

Learn More

To learn how Allego can help you accelerate training and reduce the impact of travel restrictions, call 781.400.5671 or [contact us](#).

Request a Demo

To see our solution in action, [request a demo today](#).

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