

# DJO Drives Adoption of Sales Content and Virtual Selling Tactics Using Allego






INDUSTRY: Medical Devices | COMPANY SIZE: 5,000+ | LOCATION: United States

## The Challenge

At medical device company DJO Global, sales executives were seeking to improve internal communications among the sales force, as well as drive a more modern buying experience with digital sales content. Sales executives were especially keen on sharing more sales content with buyers using media that would help reps quickly build trust.

## Solution

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 DJO's VP of Sales began using Allego to communicate with sales reps. "It's a much more impactful and exciting way to motivate employees to sell new products than shooting out an email saying, "Go out there and sell," says Anne Kumlin, Director of Bracing and Support Sales Training.
  
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 Using Allego, the sales force now shares and tracks customer engagement with approved sales materials, whether brochures or videos, helping reps to differentiate themselves in a crowded marketplace.
  
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 Reps now break through the noise using personalized videos to share with prospects and customers, helping to enhance buyer and patient confidence in them, both as individuals and representatives of the company.

**"In this digital age, where it's difficult to build up trust and credibility, Allego has set our reps up for success in separating themselves from the competition."**



**Anne Kumlin**  
Director of Bracing and Support Sales Training



## Results

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