

# Metagenics Moves to Allego to Improve Seller Proficiency and Hits 101% of Their Sales Goal



Metagenics is a leading global nutritional supplement company that partners with functional and integrative health care providers to improve patient health. Metagenics uses the science of nutritional genomics to create nutrition programs that focus on reversing chronic illness and supporting good health using personalized lifestyle medicine and high-quality supplements.

**INDUSTRY:** Life Sciences

**COMPANY SIZE:** 501-1000

**LOCATION:** Aliso Viejo, California

**FOUNDED:** 1983

**WEBSITE:** metagenics.com

When a company like Metagenics launches complex new products, it puts pressure on trainers and sales leaders to ensure that sales representatives can articulate the company's value proposition in a concise, persuasive manner. When those complex new products are added to an already large product portfolio, it is understandable that reps may struggle to keep up. This was the major challenge Trudi Burchieri faced as the Senior Director of Sales Training at Metagenics.

Metagenics had used its prior sales-readiness platform to train their sales team up until 2015. Unfortunately, Burchieri had observed a growing gap between the kind of learning that her reps wanted and that which the company's more traditional learning platform could provide. Despite the use of video coaching, Burchieri felt that the older platform had not kept up with critical aspects of modern sales learning and enablement technology.

"I was very loyal to our old platform, and it had offered a great solution," she says, "but I needed something that would really appeal to millennials and make it easier to create and find content."

After a cold call from an Allego sales rep, Burchieri reviewed Allego and immediately liked "... the YouTube feel, the video coaching, the peer-to-peer teaching, and being able to do point-in-time coaching." She also liked the ability to set programmatic training reinforcement exercises, using Allego's Flash Drills functionality.

## KEY CHALLENGES

-  Inability to articulate value across a broad portfolio of products
-  Decline in sales productivity during training for new product launches
-  Lack of a rep-centric platform for learning and sharing knowledge
-  Inefficient sales certification for new product messaging

## Metagenics Takes Allego for a Spin

Metagenics moved forward with an Allego pilot, opting to use its own sales rep compensation plan as the test case for the Allego platform. For reps who sell a large number of different products, comp plans can include varying compensation levels for each product or group of products. This can make it challenging for reps to fully understand and track their compensation.

“Our comp plan was pretty complicated,” Burchieri says, “and our CEO didn’t think that the reps completely understood it. When he went into the field and talked to them directly, he confirmed that they didn’t really know the plan, so we launched an initiative to fix that.”

The pilot generated positive buzz all around. “We found the Allego platform was very easy to use. It was intuitive. The reps really liked it, and they liked the coaching experience.”

Most importantly, Burchieri notes, the reps now were able to describe the comp plan and to demonstrate they understood how it worked. This was no small feat, given the plan’s complexity.

## Delivering an Agile Product Launch

With a successful pilot completed, Metagenics launched the Allego platform in earnest. The “proof was in the pudding” when Metagenics conducted a mandatory video exercise following its National Sales Meeting, at which it was launching a new product for estrogen metabolism.

“The estrogen metabolism clinical pathway is very complicated. We had a huge pathway chart illustrating estrogen metabolism, so we had the reps do that as a video exercise – explaining the chart.” Allego was fully deployed, and all of Metagenics’ product content, including other product information that supported estrogen metabolism at different points in the pathway, were brought into the platform.

“We were able to put all of our materials into Allego, including PDFs of the formulas, focus sheets, and science sheets. That was a much easier process than it had been when we tried putting it into our old platform which seemed to take forever to open them. The viewer only saw them as a link. It wasn’t laid out nearly as nicely as it now is with Allego.”

After the National Sales Meeting, Burchieri put some post-training content into the Allego platform. The reps were asked to do a follow-up virtual training session that included video exercises. “Everybody came away feeling that they had been very well trained on a very complex topic.”

**“We found the Allego platform was very easy to use. It was intuitive. The reps really liked it, and they liked the coaching experience.”**



**TRUDI BURCHIERI**

*Senior Director of Sales Training*



Burchieri notes that “one of the variables in the success of launching our estrogen metabolism platform are the number of views the videos have garnered since launch. Of all the products Metagenics is focusing on, the estrogen metabolism products have hit over 101% of their sales goal.

# 101%

Metagenics estrogen metabolism products hit over 101% of their sales goal after using Allego to support the product launch

## More Visibility and Positive Feedback

Burchieri appreciates how well the sales reps have responded to the switch to Allego. Even better is the excitement she feels when hearing their positive feedback that her training is actually helping them win business.

“In fact, just this morning, one of the guys out in the field was asking if we had an Allego on a specific program.” While she didn’t have one immediately available, Burchieri was able to quickly convert two existing MP4 trainings into Allego and then send them to the rep in just a few minutes. “He reported back to me how much he liked Allego and how he was using it, by listening to the Catalogue Trainings and our Fundamental Friday trainings that we record and put on Allego.”

Sales managers and reps felt Allego was easier to use in all aspects. They felt the platform is “organized in such a way that they can now find the collateral and learning content they need,” which was a welcome change from before when they struggled to find the information they were looking for in their moment of need.

“It’s been a great launch and we are delighted with the success we’re achieving with Allego.”



### About Allego

Allego is the future of sales enablement. Our sales enablement, learning, content management, and conversation intelligence products accelerate performance for sales and other teams. Allego is AI-driven and seller-centric, with the power, agility, insight, and ease you need to drive results in a hybrid world—all in a single app. Nearly 750,000 professionals use Allego to equip sellers with intelligent training, coaching, and content that engages and converts buyers.

Learn more about sales enablement that wins sellers and buyers at [allego.com](https://allego.com).

To learn how Allego can take your sales enablement efforts into a new era of success, [request a demo today](#).



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