

Blueprint for M&A Integration



“Allego proved itself to be a much more efficient and effective way to certify thousands of salespeople simultaneously.”

*Jonas Master
Senior Manager of Global Sales Training LogMeIn*

With Allego, sales organizations get:

-  Stronger message execution
-  Faster acquisition readiness across organizations
-  Better rep-manager alignment

After the dust settles from a merger or acquisition, companies are left with daunting responsibilities like aligning two (or more) sales organizations, eliminating redundancies, and resolving channel conflicts. As tough as those challenges can be, they often pale in comparison to rolling out the new model to the field. Reps may need to learn new organizational philosophies, sales methodologies, how to sell new products, how to navigate internal bureaucracies, and more.

Align, Integrate, Communicate

To achieve the business objectives of M&A and accelerate readiness, sales organizations must work to align messaging and goals. They need to integrate the combined teams and communicate clear direction, objectives and outcomes.

- How can we integrate scores of new contributors into the sales organization while fostering a collaborative working environment at the same time?
- How do we ensure that all sales reps can effectively cross-sell and convey the value of the combined companies?
- What steps can we take to reduce churn, especially among high value sales reps on both sides of the transaction?
- What are the options to promote alignment between new reps and managers, especially when obstacles like time and distance put a premium on one-on-one communications?

Modern Learning Approach to M&A

Most sales training options don’t provide good results: training is typically delivered in marathon sessions and retention is minimal. As a result, reps and managers are left to fend for themselves in the field, and the organization loses control of both the message and the process. All of this poses serious risk to M&A success.

In contrast to traditional training, Allego's modern learning approach ensures an effective and continuous post-M&A transition process by equipping sales organizations with the tools to bring every seller up to speed quickly, and drive alignment across organizations. With Allego, organizations:

- Provide rich, engaging content about unfamiliar offerings via sequenced learning paths. They step sales reps through the learning that's relevant to them at a pace that's personalized to their responsibilities, competencies, and needs.
- Incorporate multiple modalities like user-generated video content from top salespeople or subject-matter experts, adaptive microlearning exercises, scenario training, and video role-play in order to suit any learning preference.
- Empower subject-matter experts to share critical information across geographies, teams and roles. They enable the best salespeople from across the merged organization to share best practices.
- Drive better alignment between salespeople and their new managers with collaborative video coaching and role play.
- Distribute engaging communications from corporate and sales executives to update the team on integration news.

Customer Success and Business Results

LogMeIn, Finastra, Nuveen, and many more organizations have made Allego a key tool for keeping their sales teams at the top of their game through mergers, acquisitions, market changes, competitive challenges, and more.

Software provider Finastra was able to show new reps "what good looks like" by creating best-practice video channels of top salespeople demonstrating the newly combined entity's elevator pitch--providing invaluable information across the sales team.

LogMeIn used Allego's video coaching and gamified reinforcement capabilities to certify over 1,000 sales reps on four different lines of business in just one month after acquiring Citrix's GoToMeeting division. This was a 30% decrease from their previous acquisition.

During the merger with TIAA, asset manager Nuveen ensures that critical market updates reach the field quickly through SME-generated videos and podcasts, ensuring that advisors and investors are aware of important changes as they happen.

"I wholeheartedly admit - I listened to Allego in-service videos on the car ride to the hospitals in the morning and referenced a lot of the sales and training docs made available to us. Just wrapped up my first trial since the merger and won a \$120K/year deal."

*- Territory Manager
Global Medical
Device Manufacturer*