

Software AG Speeds Onboarding and Mastery of New Sales Strategies Using Allego®



INDUSTRY: Computer Software

COMPANY SIZE: 5,000+

LOCATION: Worldwide

ABOUT: Software AG, since its' founding in 1969, is dedicated to transforming more than 10,000 business by providing solutions that help Enterprise companies integrate and connect existing platforms to increase operational efficiencies. Software AG's API-first approach to integration ensures that data, systems, and partners work together as one.

Software AG's Sales Enablement Challenges

Graeme McKenzie, Global Sales Enablement Director at Software AG was facing sales enablement challenges on two fronts.

On the one hand, Software AG is a large software vendor that is constantly bringing new talent onto the sales team. As a result, it needed better ways to quickly onboard the new hires scattered across Europe, North America and Asia.

On the other hand, because the firm was committed to rapid growth via new messaging and new sales and marketing strategies, every rep (newbie and veteran) would have to receive continuous training, coaching and reinforcement.

The Best Suited Platform to Meet Software AG's Goals

From the start, McKenzie recognized the value of a learning and enablement in the flow of work approach. Allego was the most comprehensive platform to help meet Software AG's needs.

"We looked at many of the available technologies – to the point of actually doing some trials with them – but Allego was the most comprehensive platform for video coaching and knowledge sharing," says McKenzie.

"We were really looking for a platform that was going to help us coach and get critical knowledge out to our salespeople quickly. There are lots of video sharing platforms that can be used for a bit of coaching, and they provide elements of coaching, but it isn't their core capability. Allego is specifically designed for video coaching, and it has functionality that isn't available in any other tool."

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GRAEME MCKENZIE
Global Sales Enablement Director

Allego Provides The Interactive Element

Though some employees have experimented with video tools such as Microsoft Streams and Vimeo, he noted that these platforms weren't built with remote learning, coaching, and enablement in mind.

"You're posting videos, but you're largely limited to internal distribution with no interactive component," he says. "Plus with Allego it's just much faster to get the video created, enhanced with some interactivity, and shared with whichever audience. With other video platforms, you have to set parameters, check boxes regarding accessibility, and go through several steps. But with Allego, it's 'one touch' because the platform is doing all of that work for you on the back end." he says.

"With other platforms we use, it's impossible to track whether anybody is accessing the videos, and who is accessing them. With Allego, you understand whether somebody opened it and how long they watched the video using the dashboards. You have good stats as to how content is being used."

'What Good Looks Like'

McKenzie's team put Allego through its paces, conducting trials (mostly in North America) to evaluate its utility as a learning and enablement platform.

"Allego was used to help sales teams understand new messaging and whiteboards, and to practice incorporating them into customer conversations. After practicing their messaging via video, the reps were given a lot of feedback and guidance. Our subject matter experts also posted videos to show them 'what good looks like.' It worked very well, and we've subsequently rolled out Allego to the other regions."

"Other platforms are designed just to get the video content out there. Allego provides the interactive element."

GRAEME MCKENZIE

Global Sales Enablement Director

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Drip Reinforcement

Prior to the company's kickoff meeting, McKenzie's team deployed Allego as a prep tool to help participants absorb key content before the actual event, rather than trying to digest it all during the limited time allotted to role-playing exercises.

And there was a lot of new knowledge to digest. The company debuted new messaging for different industries, as well as a new go-to-market approach.

Since the kickoff, the enablement team has continued pushing out Flash Drills for the platform to quiz reps on an automated basis for a few minutes per day for the sellers to achieve mastery of each topic.



Impressive Voluntary Engagement

As an added benefit, says McKenzie, the Flash Drills have injected an element of gamification into the learning process, “encouraging participation that you don’t necessarily get just by posting videos and sharing them. While responding to the Flash Drills to show that they actually understand the subject matter, the reps are also competing with their colleagues. The dashboards and the reporting within the platform show us (the enablement team) who is performing best, and they also show the reps who is performing best. That promotes friendly competition and increased participation.”

60%

of reps were actively engaging with Allego voluntarily on a regular basis

Before the kickoff, the enablement team worried about engagement because the use of Allego wasn’t made mandatory. “We wondered how many people were really going to do it, but about 60 percent of the reps did. That is impressive. When something’s not mandatory in a sales culture, the reps often don’t do it. Salespeople are always busy, so getting everybody to do something that isn’t mandatory can be challenging. That 60 percent level of pickup was strong, and it generated more interest among people who wanted to use Allego for other reasons.”

Whiteboarding Success Stories

One group that adopted Allego voluntarily was the company’s industry teams, which serve as subject matter experts on the various industries to which Software AG sells. In recent years, the industry teams have moved from PowerPoint presentations to whiteboarding as a way of communicating more memorable messages to customers.

Now, with the addition of Allego’s learning and enablement capabilities, team members are seeking ways to further amplify their messages by combining whiteboard presentations with video.

“They’ve begun using Allego not only to share their expertise, but to demonstrate to reps the best ways to engage customers. They’re creating videos in which they say, ‘This is how I would deliver this presentation. Here is the way I present to this kind of customer.’

‘And they’re doing that through whiteboards rather than PowerPoints, recording themselves delivering a whiteboard presentation. And that is core to our Sales approach. We’re on a journey in terms of using whiteboarding as a way of improving customer conversations.’



New Opportunities

Another example of how Allego is used to facilitate sales involves a new opportunity management technology called Altify, which builds “insight maps” that help companies identify and organize their strategic goals, opportunities, challenges, etc.. “One industry team member recognized that some reps needed more guidance on how to build the Altify insight maps. So he quickly recorded the video and it was posted in the platform the next day. ‘This is how I go about it as an industry expert. Here is how to approach building the insight map.’

The video has been viewed extensively by our reps – as a learning tool and as a quick reminder for those who need reinforcement. It’s changed the way the reps think – from focusing on the product and the technology to focusing on our customers’ strategic goals and how we can help them at the business level.”

Transformative Impact

“Allego is core to what we are trying to do, which is to transform our business and transform how we are going to market. For us, the return on the investment is the added speed with which we can make that transformation, and the way we coach our sales teams through it. When you’re going through a change like this, what you’re really trying to get is the most efficient and fastest way to enable it. Learning and readiness with Allego is really helping us in that transformation.”

“One of the greatest benefits of Allego is the “content-sharing nimbleness, immediacy and speed” that it enables. ‘It’s a YouTube versus Hollywood’ way of sharing content. Instead of worrying about Hollywood production values and graphics, Allego encourages you to be less self-conscious – to just start sharing your knowledge and ideas.”

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