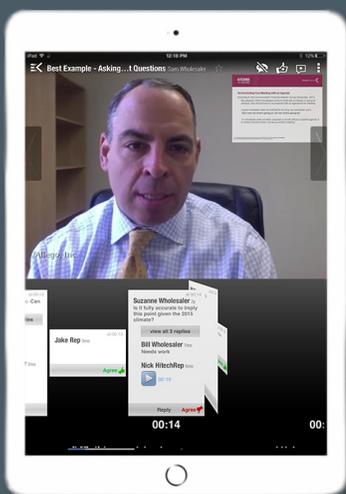


According to SiriusDecisions' 2018 Sales Talent Survey, the most effective sales training for top performers is in-field observation of others, on-the-job informal training, and collaborating with peers.



Allego's Collaborative Sales Learning Platform

According to SiriusDecisions' 2018 Sales Talent Survey, the most effective sales training for top performers is in-field observation of others, on-the-job informal training, and collaborating with peers. These preferences tell us that the old way of training—marathon classroom sessions or laborious eLearning courses—no longer meet the needs of today's sellers. There has to be a better way.

That's why we built Allego. From the start, Allego's sales learning and readiness platform was meant for collaboration and sharing. Like the top performers from SiriusDecisions' survey, we recognize that most learning takes place informally and experientially. That's why Allego's platform includes a robust informal learning infrastructure that enables peers, managers, and subject-matter experts (SMEs) to share ideas, deliver advice, and disseminate best practices.

Using Allego, Sales Collaboration is Easy - for example:

-  Top reps can easily record their pitches, objection responses, and other buyer interactions on their smartphones or laptops, and solicit feedback from their peers by engaging in point-in-time discussions during video playback. Multiple parties can chime in via text or audio responses on their smartphones, making participation fast and easy.
-  Newer reps can bounce ideas off of others by recording a proposed approach and asking for other team members to respond inline. As a result, reps can collect feedback from multiple team members in one place, helping everyone receive value from shared information.
-  SMEs can record information about important updates and then share with the field, where reps can then collaborate on sales approaches to achieve the best results.
-  Reps can share stories from the field to help others who encounter similar circumstances, and peers with similar experiences can provide additional input. Conversely, reps who are uncertain about approaches to new sales challenges can ask their peers for the best responses.
-  Managers can take the best of these—the best stories, objection responses, ideas, etc.—and share them in best-practices channels for easy access at any time.

With Allego's mobile video capabilities, peer collaboration takes place anytime, anywhere, and on any device, eliminating the challenges of time and geography for your sales teams.