

The FRACTURED STATE of ENTERPRISE SALES ENABLEMENT and TRAINING

THE CURRENT MODEL
IS BROKEN

96%

of sales reps & managers agree
their company's sales training
process needs improvement

THE "PEER FACTOR" OF LEARNING

Sales reps say learning directly from a peer and discussing sales techniques and strategies with others are the most effective training techniques.

91%

say trading advice with peers is helping them succeed

97% of sales managers agree

65%

of sales reps agree that sales pitch advice from peers is more effective than training from the corporation

ACCESSIBILITY/MOBILITY

Sales reps want training materials to be more widely available and want to be able to access them on their mobile devices.

59%

agree they would like their sales training and enablement to be more accessible for when they need it

YET ONLY
15%

always have consistent access to sales enablement materials on their mobile device



The FACTS

The biggest pain point is information retention. Coaching and reinforcement are critical to achieving sales success.

"THE INFORMATION DRAIN"

84%

of information conveyed at a sales training event is FORGOTTEN WITHIN 90 DAYS

"PRACTICE PAYS DIVIDENDS"

ROI on sales training quadruples from 22%

to 88% when reinforced by in-field coaching by sales managers



The BLUEPRINT FOR SALES

PERFORMANCE EXCELLENCE

Instant access to relevant content

Ability to share & discover best practices from the field

Increased absorption of skills and knowledge through video

Improved message consistency

Ad hoc field assignments

Ongoing coaching and feedback

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