

THE ROI OF SALES ONBOARDING USING ALLEGO

Millions of Dollars More in Annual Revenue

A better sales onboarding process is more than just a ‘nice to have’ for rapidly growing organizations. That’s because there’s serious money involved. Successful onboarding programs reduce time to first deal among new reps *by as much as 40%*. Research from The Bridge Group indicates that the average B2B sales rep quota exceeds \$850,000 per year, so shortening ramp time by just one month can add nearly **\$100,000 in annual revenue—per new hire**. Quickly improving sales onboarding is a must as there are potentially millions of dollars at stake. Hundreds of organizations have already used Allego to build successful modern onboarding programs. *Here are the key elements of an effective Allego-based onboarding program, with the specific drivers that deliver an impressive ROI:*



An IT management software provider used Allego to shorten new hires' time-to-first deal by **40%**.

INTERACTIVE, ENGAGING PRE-WORK THAT'S MEASURABLE

-  Use Allego to target and personalize pre-work based on sales rep attributes like role, team, tenure, and competencies. As a result, reps have a good foundation before “live” onboarding begins, which reduces the time and expense necessary for live training.
-  Trainers can monitor engagement and completion to understand proficiency levels going into “live” training, helping to personalize training for each rep and reduce training duration. Reps also practice their pitches and submit for feedback before in-person training, which accelerates time to first deal.
-  Pre-work includes interactive learning paths filled with peer-generated content by top-performing reps, video role play exercises and simulations, and SCORM content. Access to peer-generated videos accelerates the acculturation process and reduces new-hire turnover.

HIGHER IMPACT IN-PERSON TRAINING

-  Make in-person training more effective by giving reps access to key information at the moment of need—instead of cramming it all in up front. In addition to providing soft-dollar benefits like improved retention and better sales interactions, this approach leads to reduced travel expenses, facilities costs, and opportunity costs for trainers.
-  Trainers can provide more focused in-person sessions using remote video role play and certifications after “live” training. This also saves on travel costs, and makes their in-person sessions more time- and cost-effective.

A quarter million professionals use Allego to share, access, and utilize knowledge and content.

- Subject matter experts and trainers can record presentations for reps instead of being flown in to stand and deliver them in-person. There are huge opportunity costs associated with taking reps out of the field, and of course a hard-dollar cost for travel. Using Allego mitigates both of these.

A global software provider decreased the length of their sales cycle by 50% while increasing average deal size by 21% using Allego to provide new reps with better training reinforcement and ongoing access to peer videos.

SMOOTHER TRANSITION FROM TRAINING TO THE FIELD

- Managers gain visibility into competencies assessed during training and are able to monitor improvement over time. Better coordination between trainers and field managers ensures each new hire is given targeted coaching based on individual skill gaps, thus reducing time-to-productivity.
- Organizations improve their reps' skill development by empowering managers to coach and train new hires themselves once reps enter the field. More coaching delivered in a targeted fashion drives higher win rates and larger average deal size. Remote coaching also reduces travel expenses associated with in-person sessions.
- Reps practice their messaging using video coaching, and then access examples of top performers handling objections or delivering key competitive responses. On-demand access to peer videos and knowledge ensures long-term mastery, which reduces sales execution risk.

BETTER REINFORCEMENT OF TRAINING CONCEPTS

- Reinforce key knowledge and concepts for a few minutes per day using spaced-repetition learning. Better knowledge mastery reduces the need for retraining, saving time and expense associated with traveling back to HQ for more in-person training.
- Reps receive push notifications on their mobile devices challenging them to answer key questions, identify important concepts, and practice their approach. Greater command over training concepts increases reps' effectiveness in customer conversations, thus improving win rates and increasing average deal size.
- The software keeps track of individual subject mastery using AI, and then challenges reps with questions and topics they struggle with. Spaced repetition with AI increases training efficiency by preventing reps from needing to practice and drill on concepts they already know, which reduces the time they must spend on non-selling activities.



ABOUT ALLEGO

Allego's learning and enablement platform elevates team performance by combining learning, content, and collaboration into one app, designed for the flow of work. With Allego, teams onboard faster, confidently deliver the right messaging and collateral, rapidly adopt best practices, coach and practice more frequently, and collaborate more effectively. [Explore further at www.allego.com](http://www.allego.com).