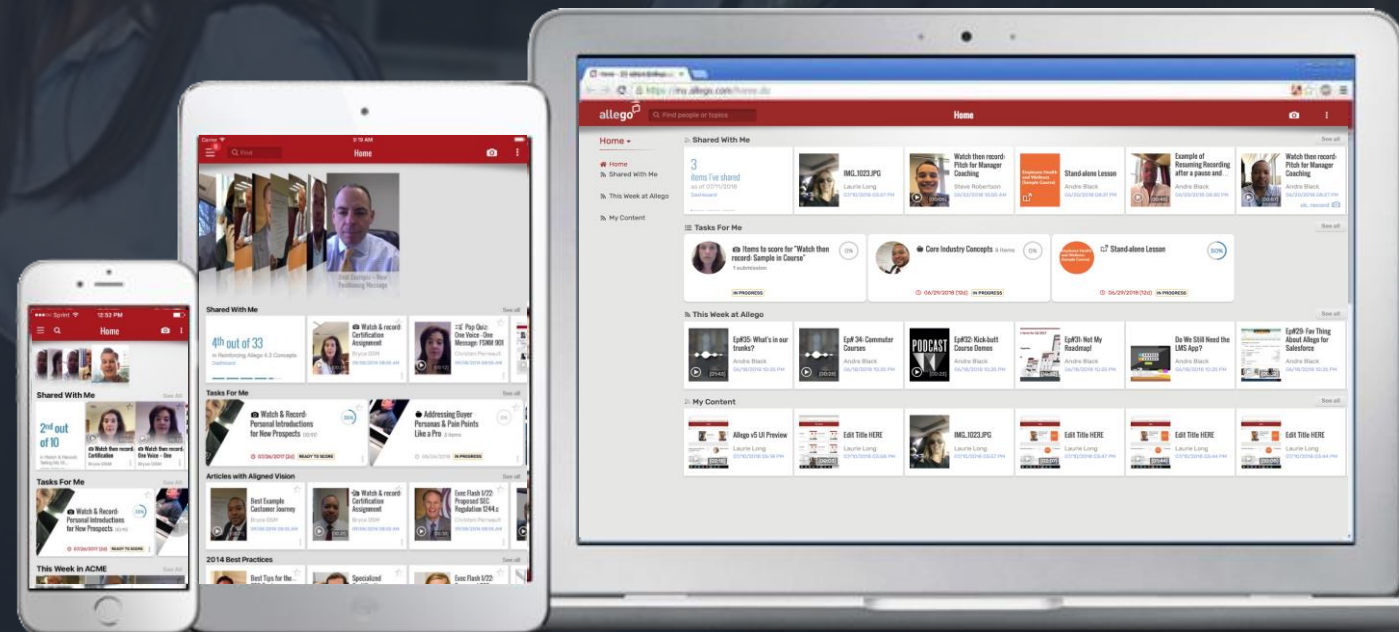


Allego's mission is to help sales and other professionals succeed by more effectively accessing, mastering, and utilizing knowledge.

Allego's modern sales learning and coaching platform elevates sales team performance by combining training, practice, coaching and knowledge sharing into one app, streamlined for the rapid pace of sales.





About Jake Miller

Jake Miller has been sharing the story of Allego customers and products since early 2016, fueling rapid growth and helping Allego become the fifth fastest-growing software company on the 2017 Inc. 500. Jake is passionate about sales performance and incorporates years of experience as a top producer in the high-ticket retail space into his approach for product marketing at Allego. Jake received an MBA from Babson College and a bachelor's from Berklee College of Music.



About Henry Bruckstein

Henry Bruckstein is passionate about transformative customer growth. As the Founder of Canam Research, a fully owned subsidiary of Campaign Stars, Henry and team are helping sales and marketing professionals from the world's most successful companies gain insights into their buyers and drive powerful industry primary research via survey based intelligence. Henry has held executive roles in sales, marketing, services and alliances at Salesforce.com, Microsoft and Lithium Technologies. He also tried his hand at consumer fashion, launching Hubbybadger.com inspired by the Honey Badger video series. This endeavor was short lived.

Why care about sales coaching?

- ❏ Drives higher performance (win rates)¹
- ❏ Single most effective productivity investment²
- ❏ High-performing teams tend to spend more time on it³



1 Selling Power; [The Powerful Sales Metric No One is Measuring](#)

2 HBR; [The Dirty Secret of Effective Sales Coaching](#)

3 Sales Readiness Group; [2017 Sales Manager Research Report](#)

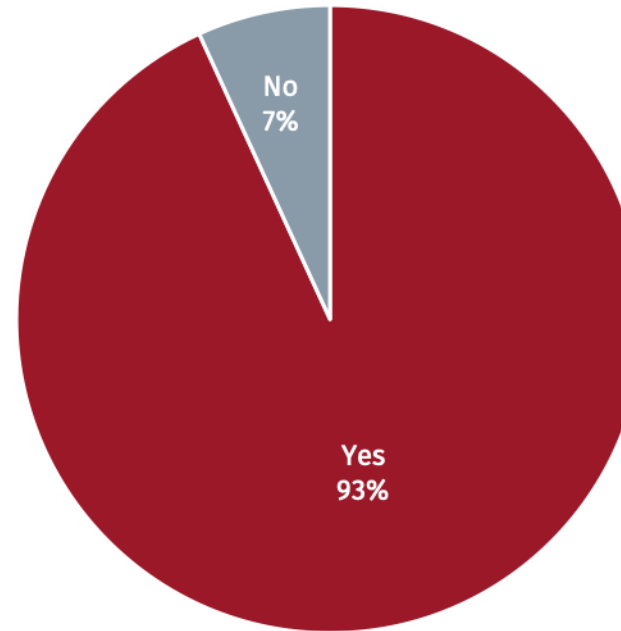
Survey results revealed misalignment



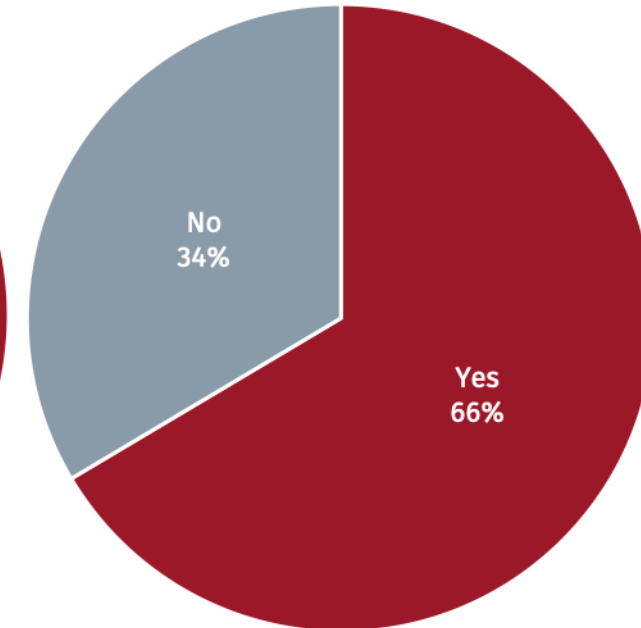
Does coaching positively affect deal outcomes?



Manager responses



Rep responses



Why such misalignment?

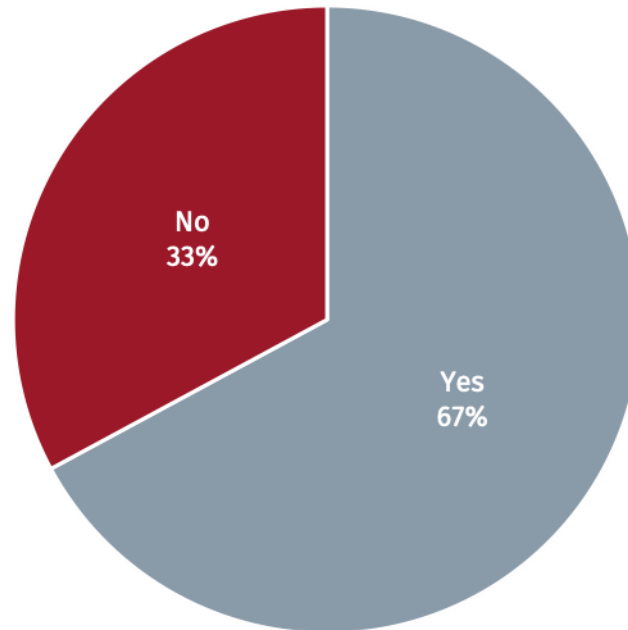


- ❏ Question 1: Does your organization provide any of the following tools for sales reps and management to use?
 - ❏ Sales content management
 - ❏ Sales learning
 - ❏ Sales coaching

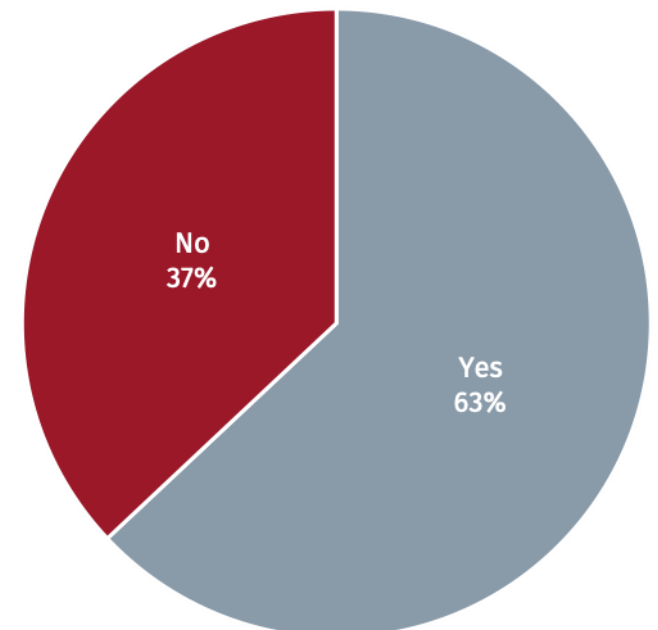
Do they spend enough time on coaching?

Over a third of reps and managers say “no.”

Manager responses



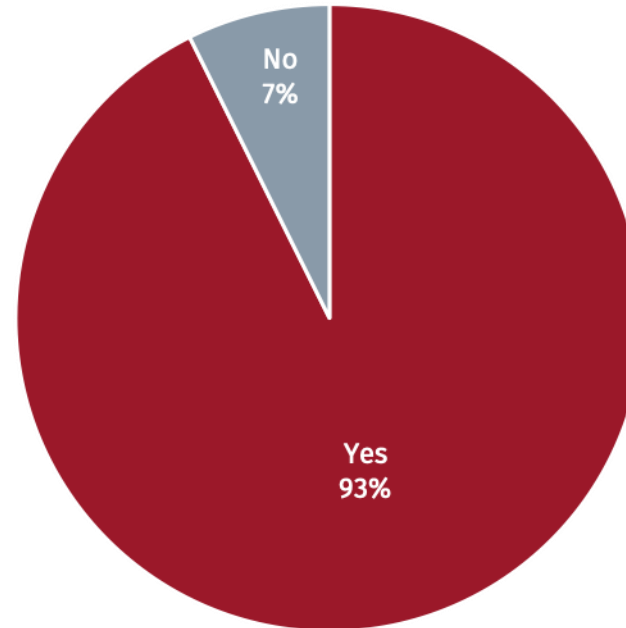
Rep responses



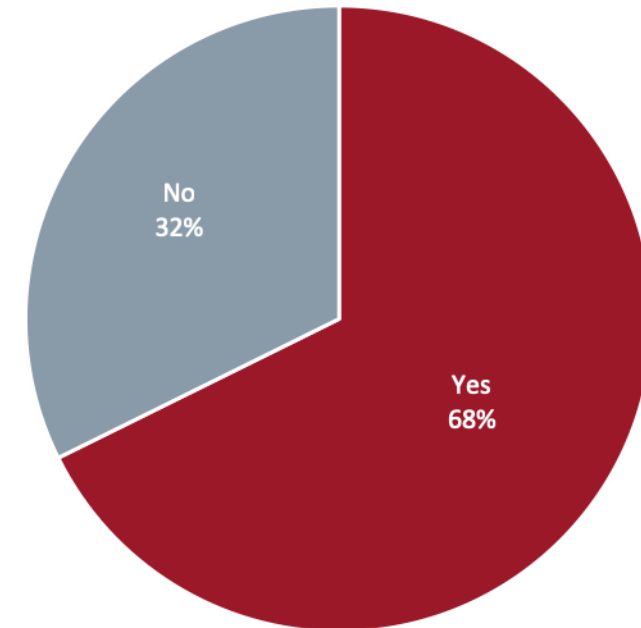
What about the quality level of managers' coaching?



Manager responses



Rep responses





Where's the disconnect?

❏ Question 2: How would you describe the effectiveness of sales training in the field?

- ❏ Our sales force absorbs and uses sales training effectively
- ❏ Sales training is somewhat effective
- ❏ Sales training is not that effective
- ❏ Our sales training efforts are wasted

Skills coaching versus deal coaching



What Managers Say They Do



MOST
PREVALENT



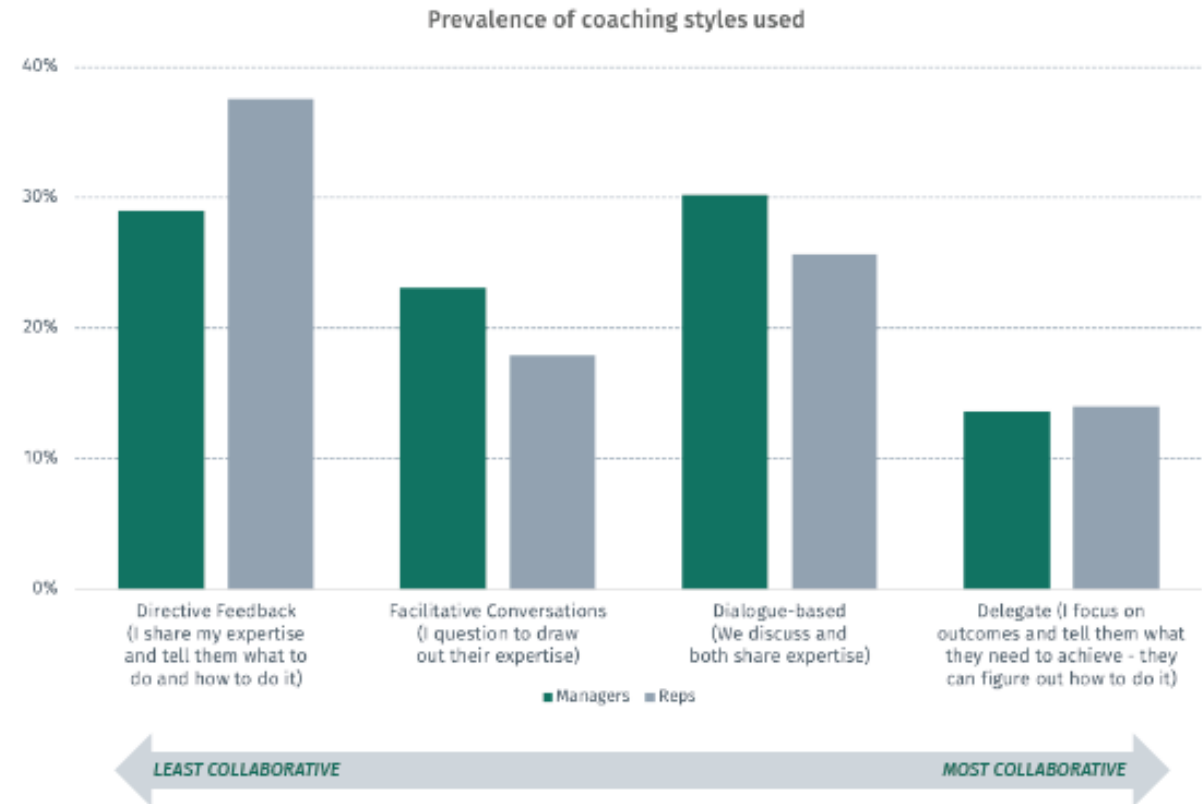
LEAST
PREVALENT

What Reps Say Managers Actually Do



And style matters, but there's disagreement here too

Telling versus teaching...



Of the four options shown above, managers responded that their style is more collaborative, while reps felt that the coaching they receive is more directive.

Do reps even want more coaching, though?

Yes! Reps' number one "ask" was for more skills-based coaching

*"What my manager could do to help me improve results"
(Reps' perspective)*



Organizational support for coaching



❏ Question 3: What are your biggest training needs?

- ❏ Onboarding
- ❏ New launches/continuous learning
- ❏ Everyday, ad hoc training for sale needs

What Managers Say They Do



What Managers Actually Do



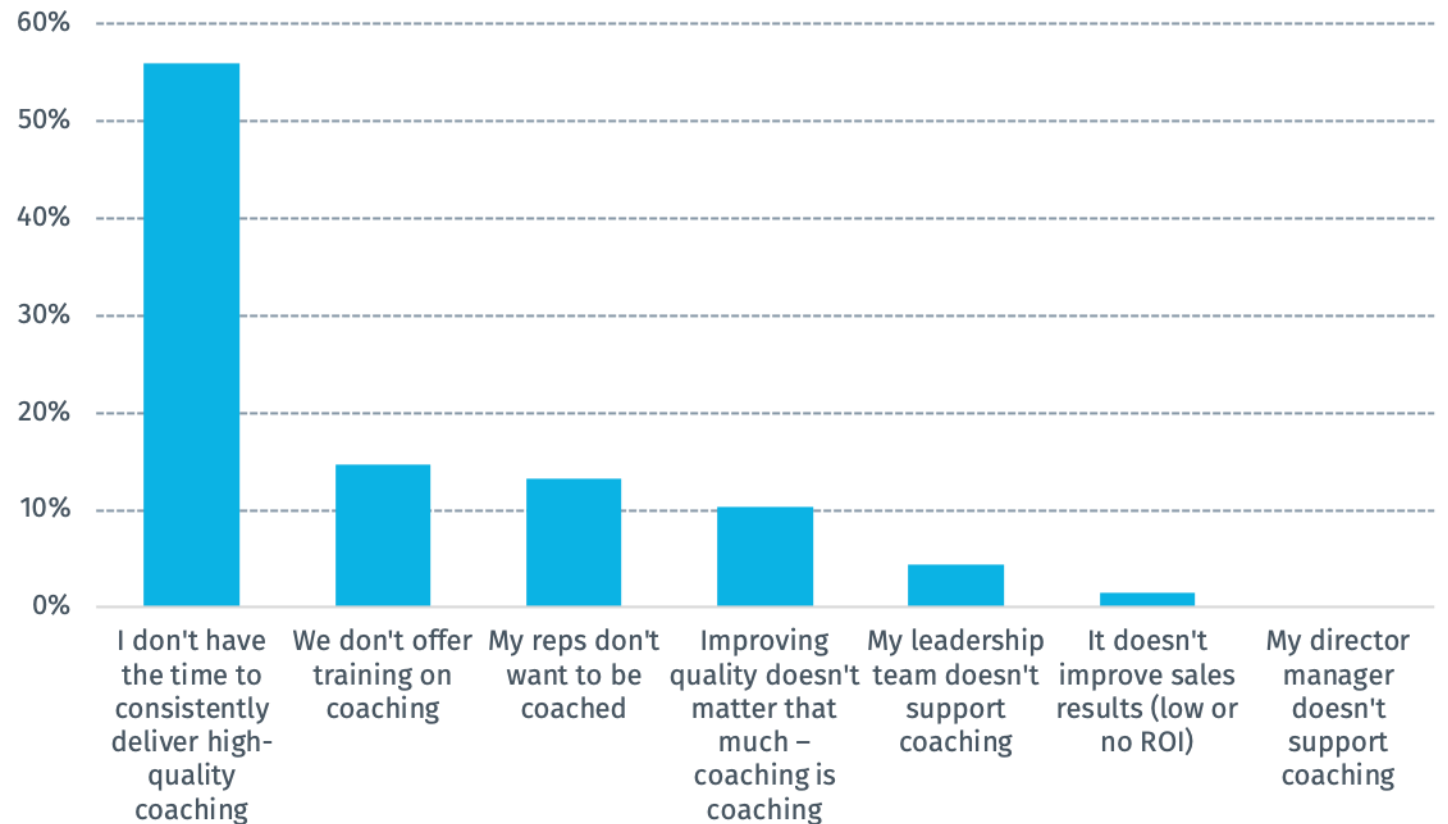
What Sales Training Depts are able to Provide Support For



Barriers to better coaching

Overwhelmingly, it's **time.**

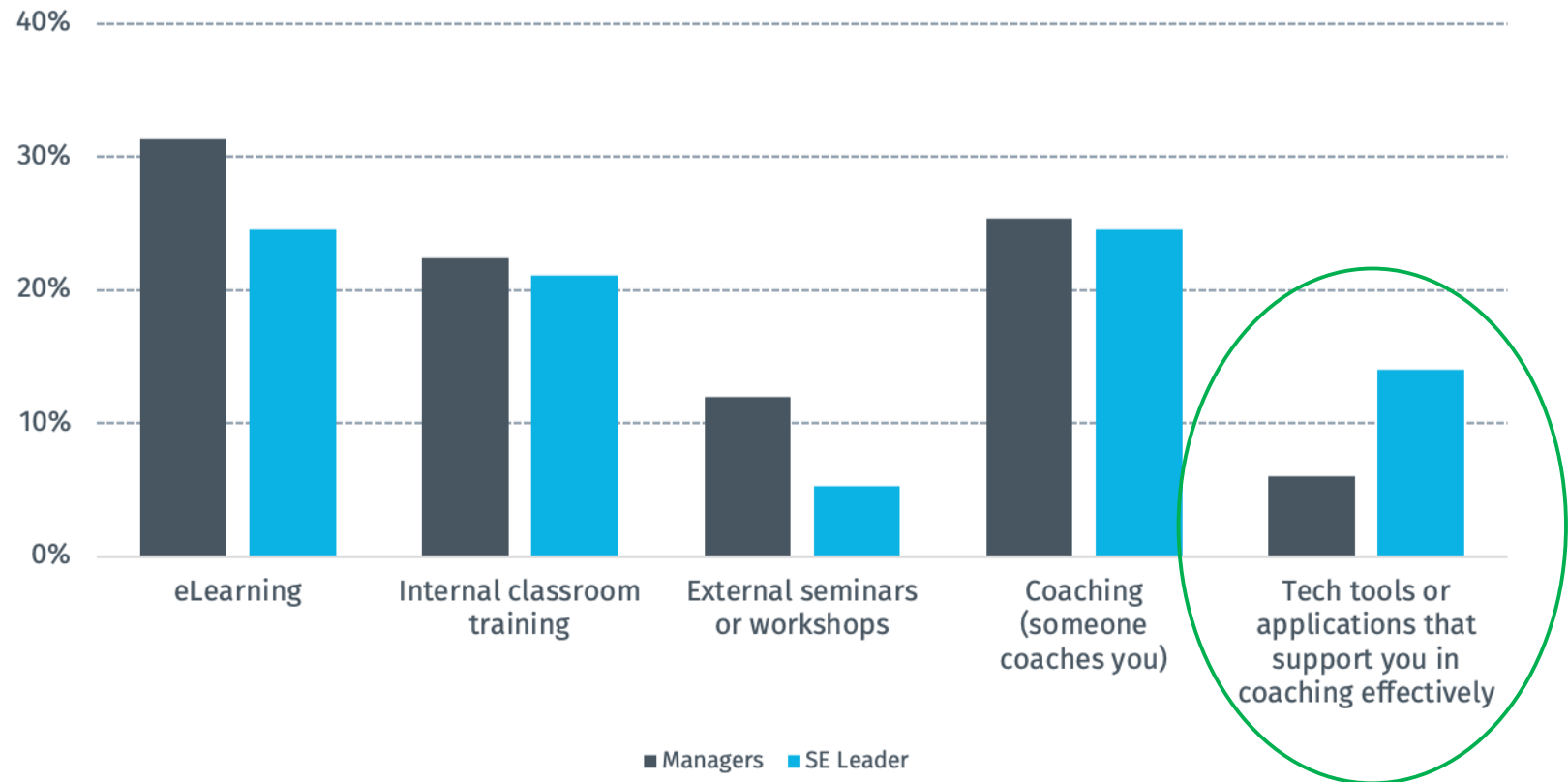
*“What are the barriers to improving your coaching?”
(Sales managers' perspective)*



Do managers use the available technology to remedy this?

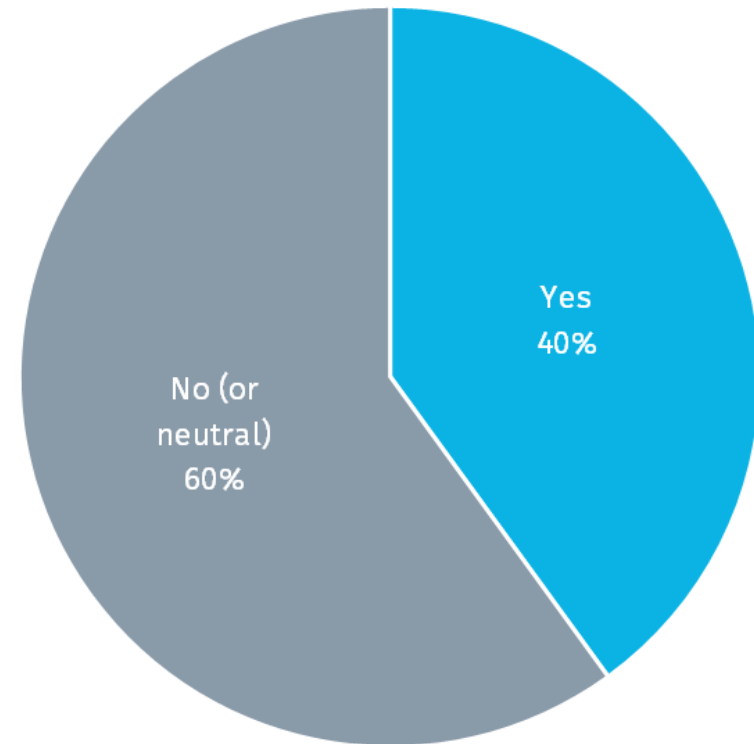
Not as much as they could.

What type of support does your organization provide to help you improve your coaching?



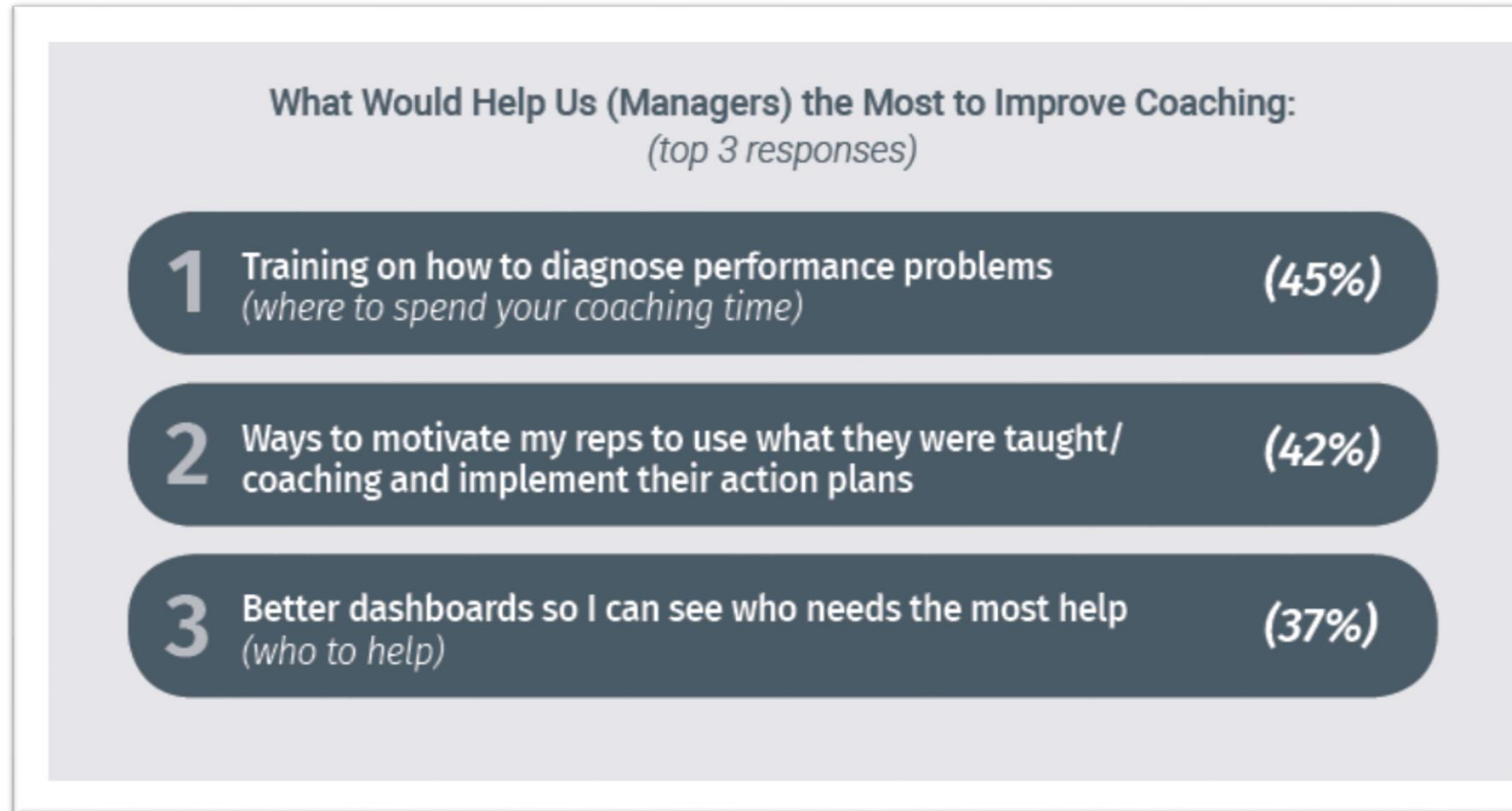
Coaching support for front line sales managers

Only 40% of training leaders feel they provide adequate support.



Formalizing the sales coaching process

Managers want more help with coaching



Recommendations

- ❏ Look for ways to improve the dialogue between managers and reps.
- ❏ Increase peer collaboration.
- ❏ Focus on competencies, not just results.
- ❏ Use technology to your advantage.
- ❏ Strengthen the communication channels between sales leaders and sales enablement.

Q&A

Complementary eBook

State of Sales Coaching 2019



Jake Miller

Product Marketing Manager



<https://www.allego.com/resources/the-state-of-sales-coaching-2019/>

