

How Modern Sales Enablement Leads to True Sales and Marketing Alignment



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What We'll Cover Today

- Content in Context for Sellers
- Content that Wins
- Go Beyond the Numbers
- Content in Context for Buyers
- Modern SCM Analytics

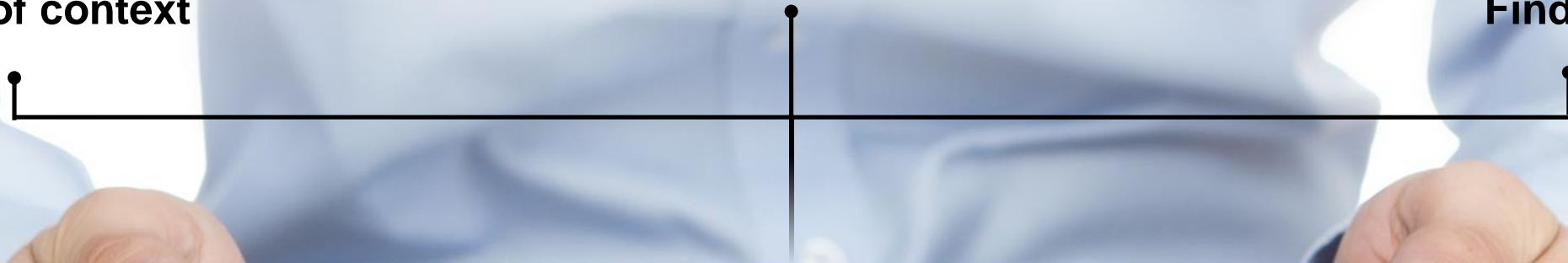


Three Barriers to Sales and Marketing Alignment with Traditional Content Management

Content adoption

Lack of context

Findability



In the Flow of Work

LEARNING

that saves me
just-in-time

CONTENT

aligned with
experience I can trust

COLLABORATION

that's low-effort
but personal



Content in Context

- Sellers need more than just the content
- Reps need info on how to position it
- Source best practices from the field



Content Accessed and Created Just-in-Time

- Alongside formal digital assets, tap into agile crowd-sourced videos, recommended and discovered in the moment



Flow of Information to Sales

- Getting attention is difficult
- Less opportunities for meetings now
- Deliver value to sellers in the flow of work



Content that wins

- Marketing needs to establish “presence” among the sales team
- The power of content driven by field need
- Allow reps to personalize



Red Hat Drives Sales and Marketing Alignment with Learning and Enablement

Challenge:

- ❏ Years of growth had spawned inconsistencies when reps told 'The Red Hat story'

Solution:

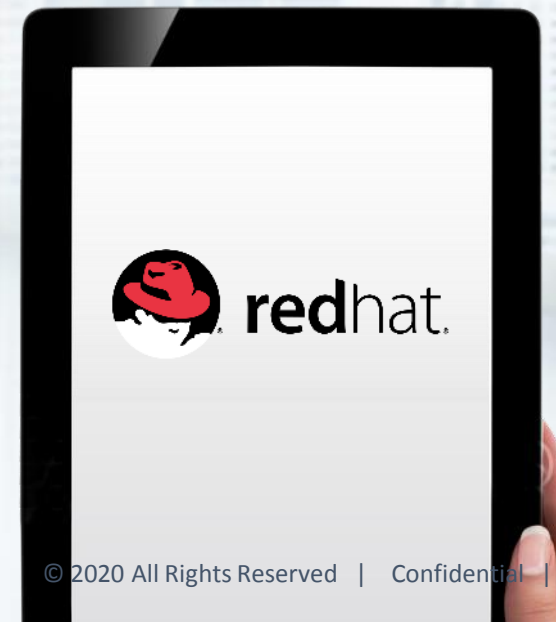
- ❏ Deployed Allego to:
 - ❏ Align reps with the company value proposition
 - ❏ Establish consistent messaging

Results:

- ❏ 19,000 video views in the first 45 days
- ❏ Marketing and sales work collaboratively to create the perfect pitch

"Allego is critical for us in helping reps practice what they've learned—to have a safe environment where they can talk about how they help solve customer problems. It prevents them from practicing on 'live' customers.

*David Somers
Director of Sales Enablement
Red Hat*



Go Beyond the Numbers

- Can't solely rely on analytics
- Learn successful strategies from sellers
- Capture examples and feedback



Training, Onboarding & Rich Certification

- Perfect for remote training with videos and e-learning, pointers to just-in-time resources, and rich video certifications (camera, voiceover slides, screen recorder demo, hot seat drills)



Review Game Film

- Use tech to capture seller interactions
- Impact on content effectiveness
- Promote the best examples from the field



Ready for Customers



- Modern SCM activates content for buyers
- Seller created video puts the content in context for buyers
- Don't just deliver but position content as part of the conversation

Ash Brokerage Uses Modern SCM to Increase Engagement

Challenge:

- ❏ Too many of their target audience—client advisors--did only one transaction annually

Solution:

- ❏ Each advisor who did business with Ash for the first time received a personalized “thank you” video from the EVP

Results:

- ❏ Advisors shared videos with peers and encouraged others do business with Ash, increasing advisor engagement
- ❏ Drove over \$8 million in new sales

“I can tie \$1.6 million of additive revenue to Allego in the first year!”

Mike McGlothlin
EVP, Ash Brokerage



Use Modern SCM Analytics

- What content lead to positive outcomes?
- Seek a 360° view of behaviors
- How was it presented?
- When was it opened?
- How much was viewed?



Questions?



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Check out our new eBook:

[Allego.com/selling](https://allego.com/selling)



Thank You
Questions?