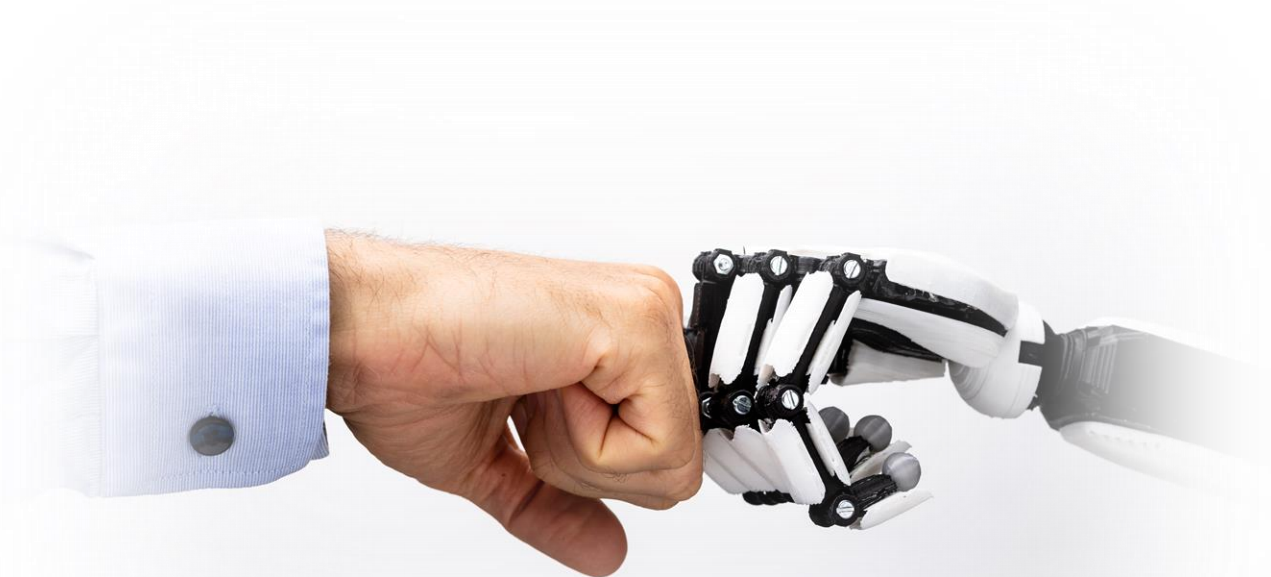# Sales Enablement Evolved

Why the Next Era of Sales Learning and Development Depends on a Rep-Centric Strategy

Wayne St. Amand
Chief Marketing Officer
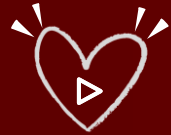Allego

Jonathan Carlson
Senior Director of Marketing
Allego

How to unlock **seller-driven** revenue growth:

L+C ...

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360 ...

Some context
  before our story begins...

allego

What is the Goal of Sales Enablement?

To ensure that every seller has the required knowledge, skills, processes and behaviors to optimize every interaction with buyers

FORRESTER® | SiriusDecisions®

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Elements of Sales Enablement

Onboarding, training and coaching

Sales content management

Steward of the sales methodology

Sales/interdepartmental communication

Sales analytics

Systems and platforms

The use of sales enablement solutions has grown by 567% over the last three years. (Smart Selling Tools)

allego

How to unlock **seller-driven** revenue growth:

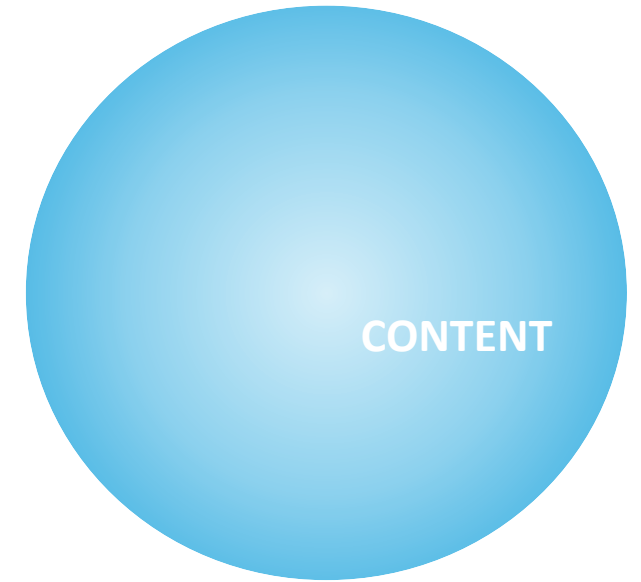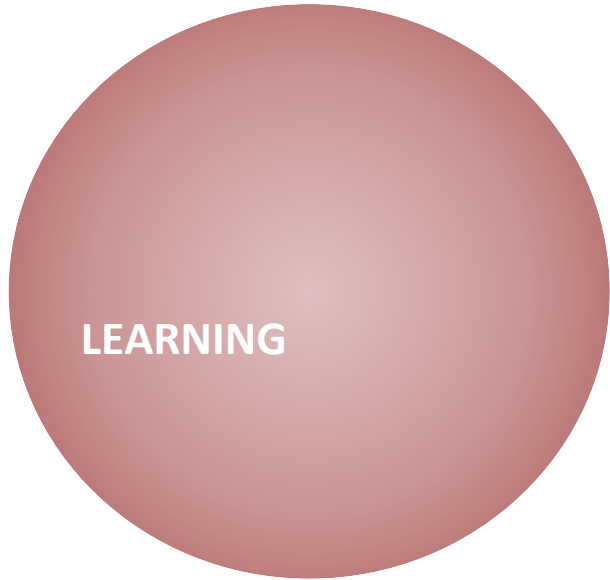Embrace the Learning & Content <u>love story</u>!

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360

Old School Sales Enablement

One size fits all, top-down

Built for companies, not rep

Learning and content separate

CONTENT

LEARNING

allego

The Evolution is Here

CONTENT
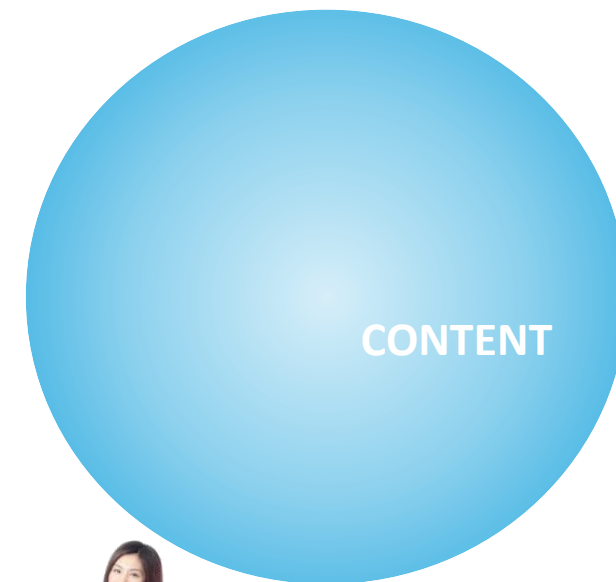
Like most change,
it's driven by customers.

They want a single platform.

Learning and content
capabilities are merging.

LEARNING

And that's where all the
magic happens!

With the Rep at the
center.

allego

Learning & Content – a Powerful Combination

Delivers content with context

Supports self-directed learning

Extends rep-to-rep knowledge sharing to content

CONTENT

LEARNING

allego

How to unlock **seller-driven** revenue growth:

Embrace the Learning & Content <u>love story</u>!

Mature past content management to content activation

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Mature to Content Activation

Content *Management* is now table stakes.

- Organizing
- Tagging
- Discovering
- Engaging
- Sharing
- Measuring
- Reporting

But how do you ensure content is well understood and used properly?

The most valuable sales content in the world is worthless without a seller that uses it effectively.

allego

Mature to Content Activation

Activate content with just-in-time learning

- Talk track to show how the message was designed to be delivered

- Video to show how the deck was designed to flow

- Real life example of a top rep using it in the field

- A win story to project success to the team

Practice and coaching based on real-world effectiveness of latest content

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How to unlock **seller-driven** revenue growth:

Embrace the Learning & Content <u>love story!</u>

Mature past content management to content activation

Achieve true alignment

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360

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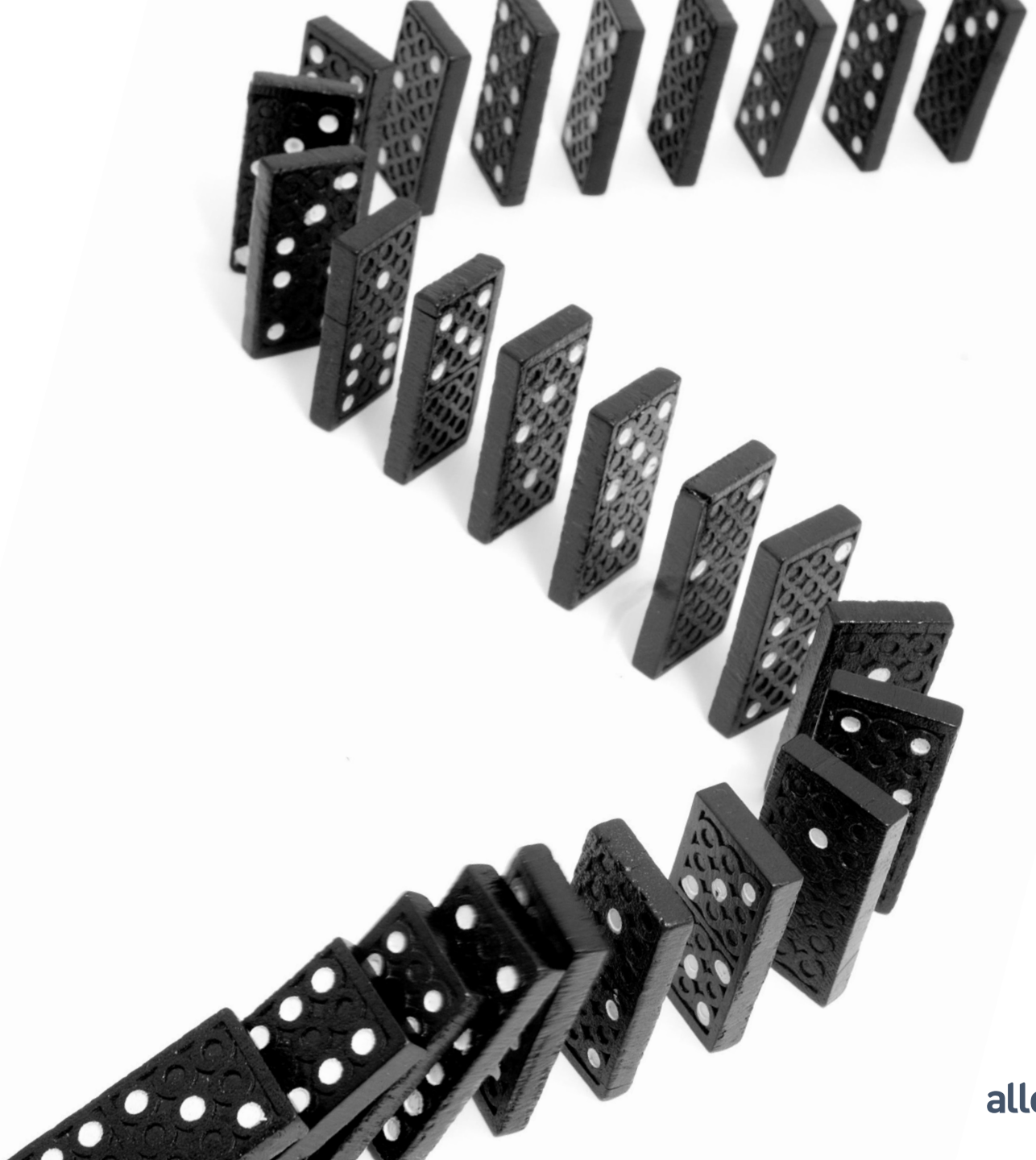# Achieve True Alignment

Among Sales, Marketing & Training

- Co-creation

- Feedback from the field & asynchronous video

- Point-in-time feedback

70% of marketing-created sales content goes unused by sellers.

allego

Achieve True Alignment

Among Sellers

- Cloning top-performers

- Easy content capture

- Best-practice sharing

How to unlock **seller-driven** revenue growth:

Embrace the Learning & Content <u>love story!</u>

Mature past content management to content activation

Achieve true alignment

Scale your people with A.I.

360° ...

allego

Scale Your People with A.I.

A.I. does not replace people, it enables them

A.I. helps scale human-to-human connection

Scale Your People with A.I.

Content curation & recommendations

Virtual coaches and skill development

On average, 20% of sales calls are reviewed. With AI Virtual Coaches, this percentage goes to 100%.

How to unlock **seller-driven** revenue growth:

Embrace the Learning & Content <u>love story</u>!

Mature past content management to content activation

Achieve true alignment
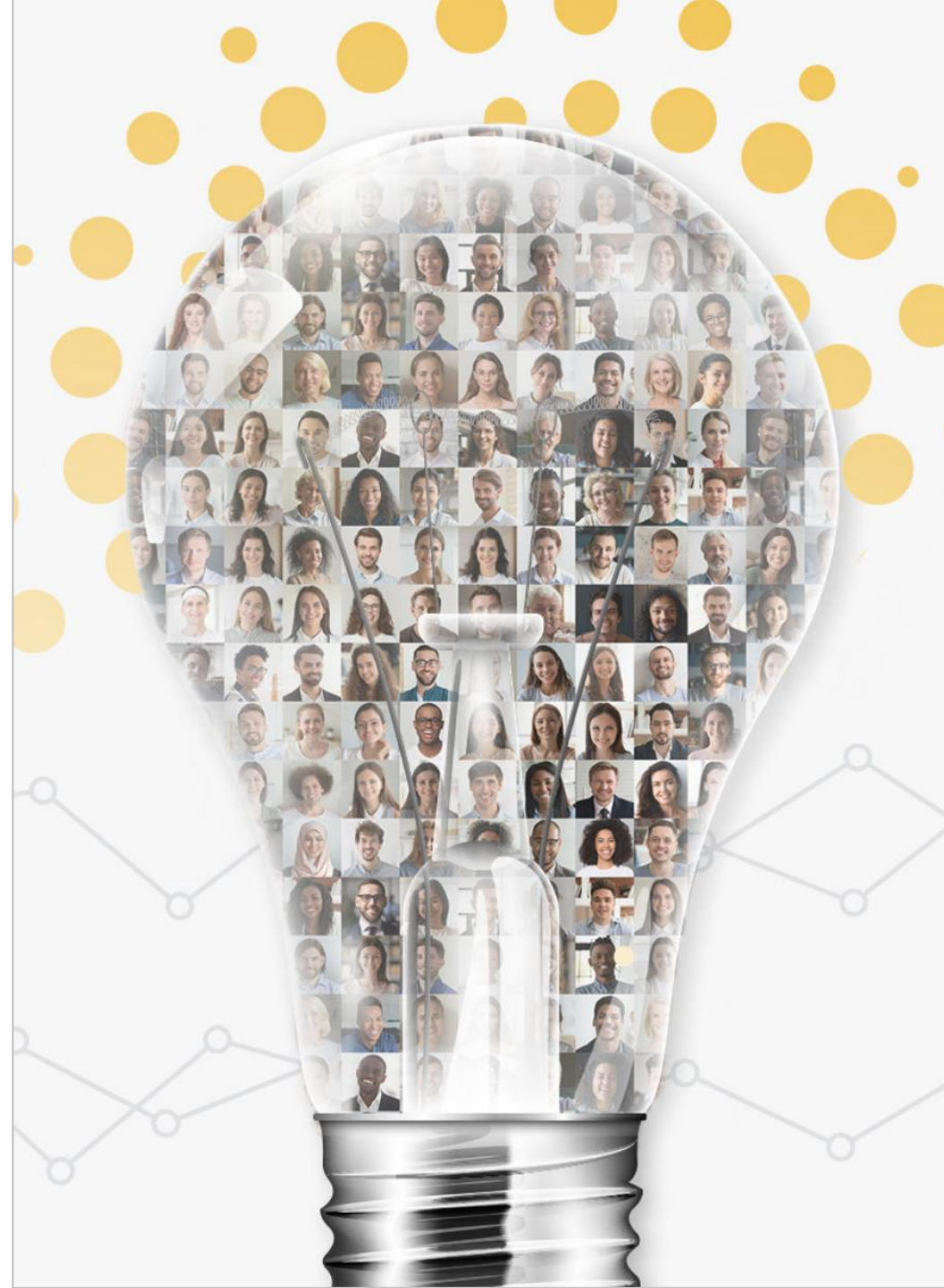
Scale your people with A.I.

360° Analyze critical sales actions and behaviors

360⁰ View of Sellers

Quantitative & qualitative measurement

Content insights

Correlations with business outcomes

Analyze critical seller actions and behaviors

Operational and cost efficiencies

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Let's Review

Embrace the Learning & Content <u>love story</u>!

Mature past content management to content activation

Achieve true alignment

Scale your people with A.I.

360° Analyze critical sales actions and behaviors

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Allego - *Sales Enablement that Puts Reps in the Center*

SALES TRAINING & MARKETING

Launches & Rollouts

MARKETING

Content Management

BUYERS

Virtual Selling

SALES MANAGERS / TEAM

Coaching & Collaboration

SALES TRAINING

Onboarding & Training

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Just Released

## A.I. Virtual Coaches

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A.I. Virtual Coaches

- Reps and graders see auto-generated insights without disrupting flow

  - Pace of speech
  - Filler words
  - Topics to avoid
  - Topics to cover
  - Points-in-time to scrutinize

- Scale feedback by using Points of Interest to review only salient portions of a presentation

- Deliver insights and recommend actionable just-in-time learning in the flow of work
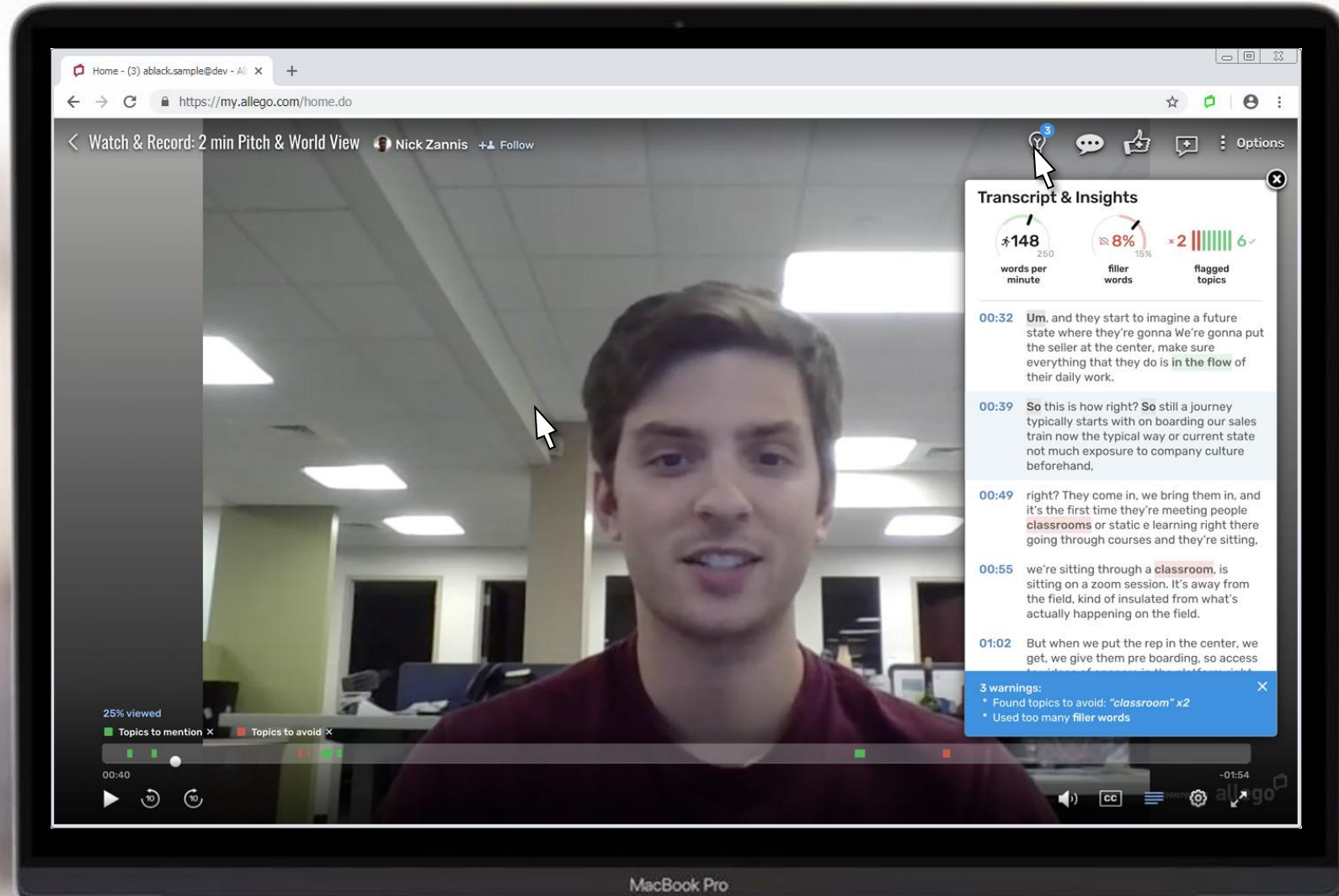
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Questions?

Check out our new eBook:

Allego.com/evolved

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SALES ENABLEMENT
EVOLVED

HOW REP-CENTRIC TECHNOLOGY IS
UNLOCKING SALES POTENTIAL

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