

New Research

# The Asynchronous

# Advantage

## How to Keep Hybrid Sales Teams on Track



one

## THE ASYNCHRONOUS ADVANTAGE

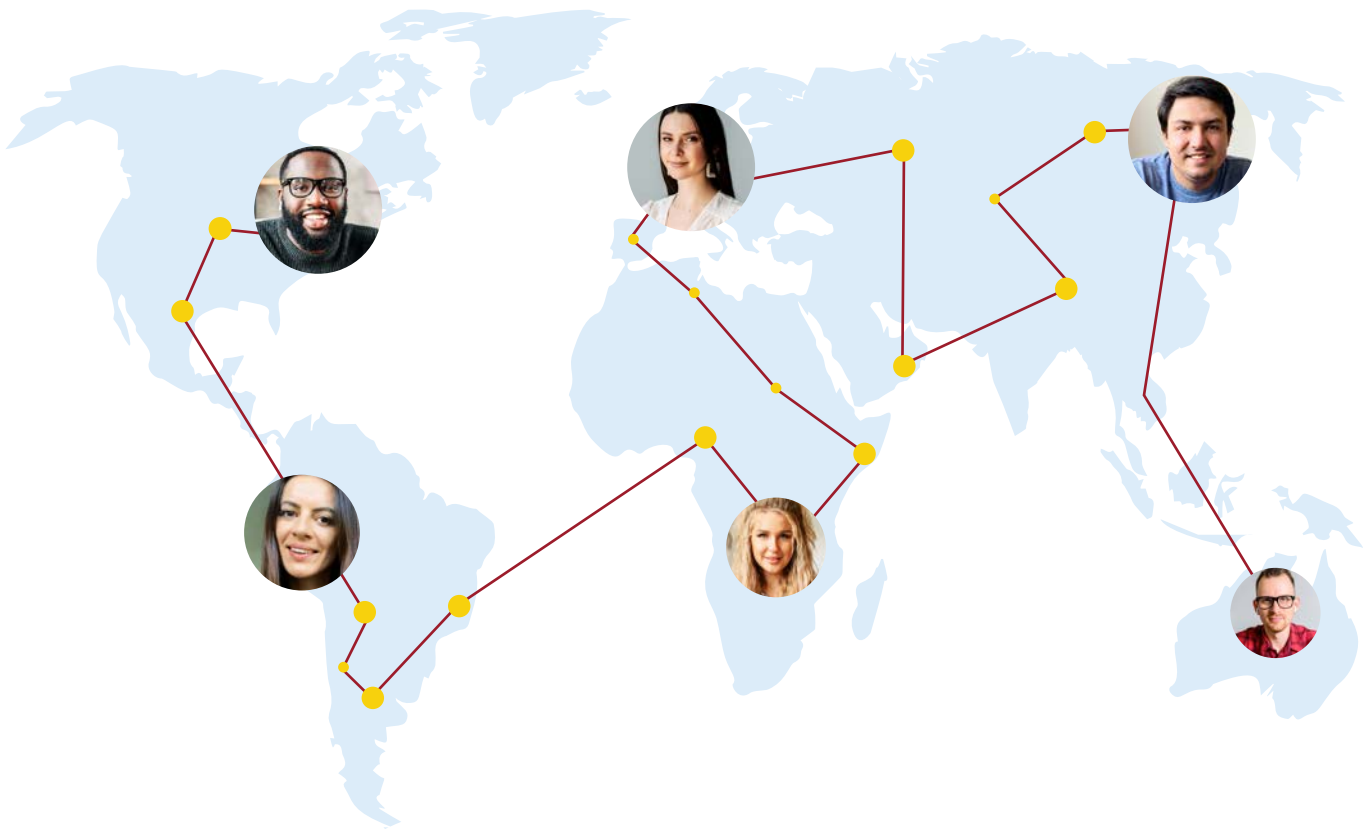
# How to Keep Hybrid Sales Teams on Track

Virtual teams are here to stay.

As companies around the world return to the office, we're not going back to our familiar routines. The adaptations that businesses put into place during the pandemic—hybrid situations, smaller office footprints, and more flexible work-from-home policies—are likely to continue. But while these are convenient, they'll make collaboration more complex than ever before.

This creates up a new and unique challenge: Many of us are working with distributed teams and we may not return to in-person work anytime soon.



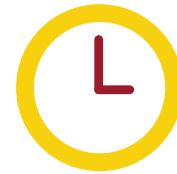


## The “New Normal”

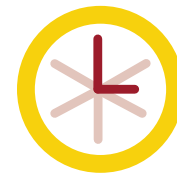
In this “new normal,” teams that weren’t remote are now working across time zones and geographies. Remote work adds a layer of complexity to our daily lives. There are many new barriers to productivity including canceled meetings and travel restrictions, a lack of face time with reps and prospects, difficulty collaborating with colleagues, and more.

*Take Lauren for example:* She’s director of sales enablement for a growing tech provider in Chicago. Her company has brought on new hires in Boston, Los Angeles, and London. Lauren needs to onboard all three sales reps, train them on product features and messaging, and get them up to speed on the team’s sales methodologies and company culture. She’s realized that the nine-hour difference across time zones will make getting everyone on a web call at the same time almost impossible. If you support a sales team, you’re most likely in a similar situation.

Are you ready to adapt?



**Synchronous**  
*Communication that happens in real-time*



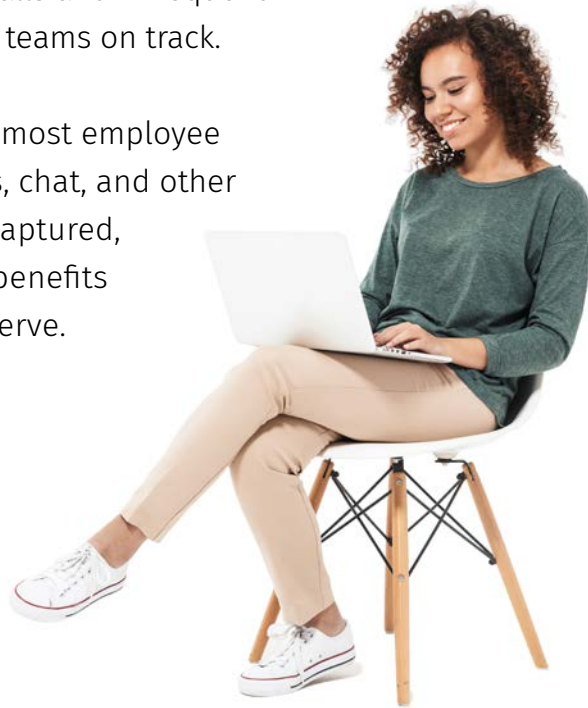
**Asynchronous**  
*Communication that is not simultaneous or time bound*

## Balancing Live and Asynchronous Communication

How are hybrid sales teams adapting to learn and collaborate successfully? The answer lies in the right balance of live and asynchronous communication that doesn't require an immediate response.

We all know that real-time conversations are vital for driving sales team alignment and collaboration. But these conversations also live and die in the moment, largely forgotten and lost to time once they've ended. And in a world where reps are frequently dispersed and working on different schedules, live video calls and infrequent in-person meetings aren't sufficient for keeping teams on track.

Remote work during the pandemic has pushed most employee conversations onto email, Zoom meetings, texts, chat, and other communication platforms where they can be captured, logged, curated, and shared. This has created benefits both for employees and the businesses they serve.



**4X**

Growing companies are nearly 4x more likely than stagnant companies to provide tech tools for asynchronous communication.



**Remote work during the pandemic has pushed most employee conversations onto email, Zoom meetings, texts, chat, and other communication platforms.**



Allego, the leader in learning and sales enablement technology, took a look at the value of asynchronous communication with new, independent research. We surveyed a random sample of 250 B2B leaders about asynchronous communication and its impact at their organizations. We found that the benefits of having tools and processes to capture and share employee conversations far outweigh the challenges of adapting to a hybrid environment.

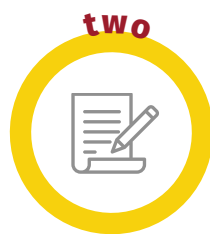
In fact, 77% of our survey respondents who were forced to work asynchronously because of the pandemic say they prefer to work that way even when they are allowed to return to the office. These B2B leaders have three reasons they think asynchronous communication is more productive:



## Asynchronous Communication is More Productive



It's easier to express thoughts without someone listening in the moment



You have the ability to go back and edit your messages



It's easier to express thoughts without fear of being interrupted

The findings in this report offer a fresh take on the current state of asynchronous communication. We hope our recommendations will help you understand how to implement this approach with practical tactics to take your team's performance to the next level.

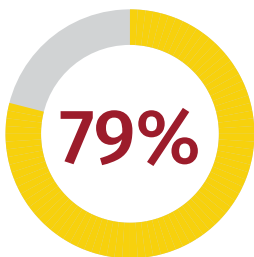
two

#### KEY LEARNINGS

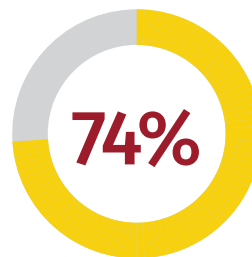
# Virtual Teams Must Tap the Power of Asynchronous Communication

## Insight 1 » Companies Are Losing Out on Game-Changing Ideas

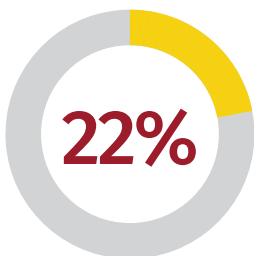
Most companies today do not have adequate ways to capture and share knowledge that's locked in the minds of employees, and valuable information is lost each time an employee changes positions, leaves the company, or retires.



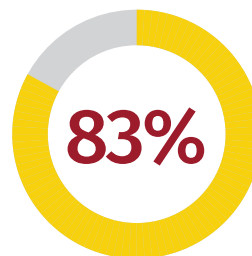
of leaders say there is probably a "game changing" idea for their business that has been discussed among employees but never captured or acted on.



of employees say that in the past 6 months they've forgotten a great idea that would have made a big positive impact.



of leaders say their company doesn't give them the right tools to capture and act on asynchronous communication.



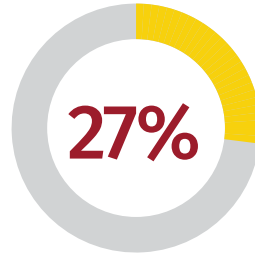
of leaders say they would be more effective if they had a record of previous employee conversations to offer guidance on current tasks.

## Insight 2 » The Value of Lost Institutional Knowledge is in the Millions

Having a record of employee conversations and other institutional knowledge would be incredibly valuable to companies.



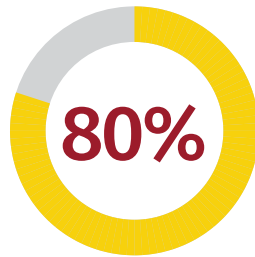
of leaders say the value of undocumented work conversations is worth at least hundreds of millions of dollars or more.



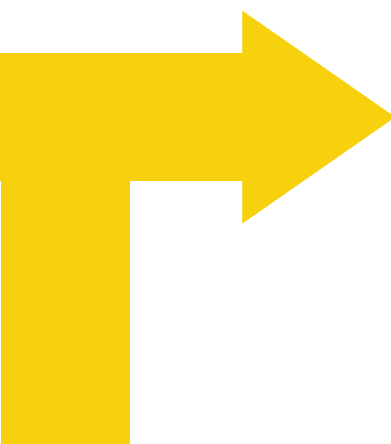
of leaders say they lose at least \$250 million worth of institutional knowledge every year when employees leave.



increase leaders predict companies could grow by if they could document the knowledge locked in the minds of employees.



of leaders say that if they could somehow have a searchable database of every employee work conversation, it would become one of its most valuable assets.



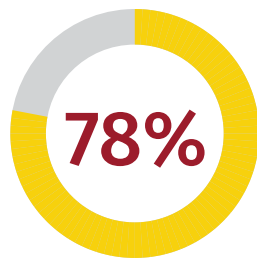
**Leaders say that if they had a searchable database of every work conversation, it would be one of its most valuable assets.**



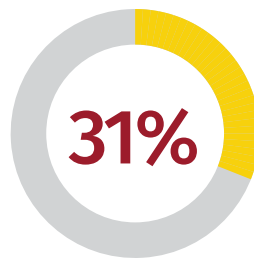


### Insight 3 » Live Communication Hampers Productivity and Creativity

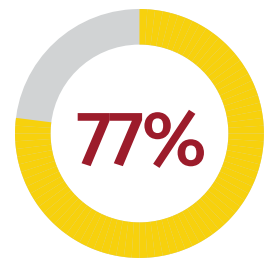
Relying solely on live, in-person communication leads to lower productivity, burnout, and lost ideas.



of leaders say they're on "collaborative overload" and need more quiet time.



of leaders say they get interrupted by their co-workers at work more often than by their kids at home.

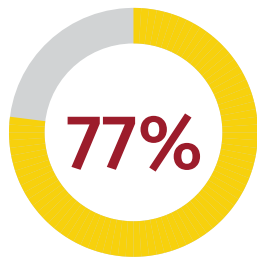


of employees say they waste time in unnecessary meetings at least weekly.

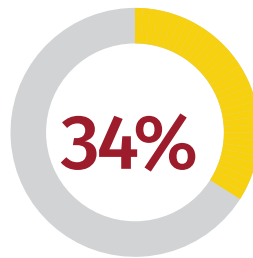


## Insight 4 » Asynchronous Communication Boosts Retention and Collaboration

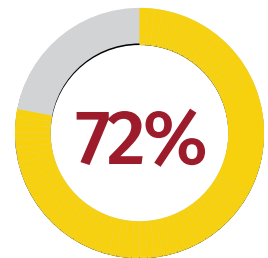
Asynchronous communication offers a way to harvest and share valuable information and has many other potential benefits for businesses that use it, including enabling employees to retain more information, be more productive, save time, and have better relationships with their colleagues.



of leaders who were forced to work more asynchronously because of COVID say they prefer to work that way even when they return to the office.



of leaders say they retain information better when they consume it asynchronously at their own pace versus live with other people.



of leaders say they would have a better relationship with their manager if they communicated less face to face.



## Insight 5 » Asynchronous Communication Correlates With Growth

Growing companies are more likely to have tools and processes for leveraging asynchronous communication.



**4x**

Growing companies are nearly 4x more likely than stagnant companies to provide tech tools for asynchronous communication.



**2x**

Growing companies are nearly 2x more likely than stagnant companies to have a process for capturing institutional knowledge from asynchronous conversations.



### Report Methodology

Allego commissioned an independent research firm to survey 250 B2B business leaders about asynchronous communication and its impact at their organizations. The margin of error for this study is +/-6.2% at the 95% confidence level. Respondents were screened and sampled in partnership with Lucid, a global survey panel provider.

three

#### RECOMMENDATIONS FOR SALES LEADERS

## Tactics to Leverage Asynchronous Communication

Distributed sales organizations have found that the simplest and most impactful way to facilitate hybrid teams is to leverage asynchronous communication. Asynchronous communication uses pre-recorded video instead of in-person meetings or live-streamed video. This approach boosts engagement and retention, allows you to share and respond to information without having to coordinate calendars, and delivers the richness of face-to-face communication.

Survey results showed that respondents prefer to work asynchronously, even when they return to the office. Software solutions that incorporate recorded video are a great way to replicate the live experience in an asynchronous way.



Asynchronous video is a robust method for sales managers to develop, coach, and improve productivity without requiring a team to be on the same schedule. It's an approach that can be used to enhance or replace both traditional onboarding and in-field collaboration.



Today's advanced learning and sales enablement platforms offer mobile access and video-based technology that extends your reach and maximizes your time. From your home or office, you can accomplish as much as you could in a live, in-person meeting.

Here are tactical recommendations for leveraging asynchronous communication to improve virtual learning and foster collaboration.

### **Tactic 1 » Capture Institutional Knowledge**

Harvesting the institutional knowledge of top performers and subject matter experts (SMEs) is an efficient way to retain valuable information that's lost each time an employee changes positions, leaves the company, or retires. Preserving it allows you to share it with current salespeople and pass it onto those who join the company in the future. This creates a massive savings for training and enables new hires to model their behavior on the best practices of current stars.

### **Tactic 2 » Replace Live Meetings with Asynchronous Collaboration**

Instead of moving every meeting to a live conference call, share a video. Recording and sharing project updates, feedback, presentations, or segments of training courses instead of simply live-streaming meetings or training sessions is a tactic many companies are using successfully. Making these videos available on-demand means teams can access information when and where it's convenient for them.

### Tactic 3 » Build a Library of Just-In-Time Training

Asynchronous video converts easily to multi-purpose training content. With the right platform, once you've recorded a presentation or training session, you can break it up into smaller segments, add chapter markers or interactive elements, and allow people to access it on their own time. A video library that reps can access between sales calls provides an on-demand source of anything from product features to regulatory information. Other valuable videos include best practices, insights from the field, tips on objection handling, and customer stories.

## Allego's All-In-One-Solution for Today's Virtual Teams

Allego is built for dynamic learning, content, and collaboration anytime, anywhere. You can empower your organization with mobile, interactive technology built for the way today's virtual teams work—all through a single platform. Allego drives success with these key capabilities:



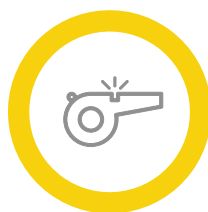
#### **Content Management**

Create, manage, and optimize sales content with context for greater effectiveness through marketing and sales collaboration.



#### **Onboarding and Training**

Bolster engagement, behavior change, and retention with virtual programs that shorten ramp time and produce measurable business value.



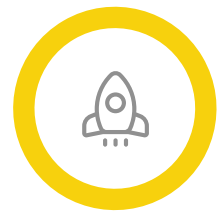
#### **Coaching and Collaboration**

Target skill gaps with conversation intelligence and point-in-time feedback. Drive team productivity by connecting sellers, managers, internal experts, and peers with the knowledge needed to win.



#### **Virtual Selling**

Engage buyers virtually at every stage of the sales process with interactive, personalized experiences and content.



#### **Launches and Rollouts**

Accelerate proficiency, drive the use of strategic content, and ensure reps articulate key messaging for every prospect need.





[www.allego.com](http://www.allego.com) | 781.400.5671 | [salesinquiry@allego.com](mailto:salesinquiry@allego.com)

## Learn About Us

Find out more about Allego and the movement we're building at [allego.com](http://allego.com).

## Request a Demo

To learn how Allego can take your sales enablement efforts into a new era of success, [request a demo today](#).

## About Allego

Allego represents the next era of sales enablement. Our all-in-one, rep-centric platform ensures that sellers have the skills, knowledge, and content they need to optimize team success in a virtual world. In place of traditional training and content enablement tactics—which are rapidly outdated and often ineffective—Allego empowers reps with the activated content they need to close deals faster, and the personalized coaching and learning they require for continuous improvement. And it all happens in the flow of their daily work.

Whether it's providing feedback to one another through asynchronous video, or enhancing their skills through AI-powered coaching and peer-to-peer collaboration, nearly 500,000 professionals use Allego to revolutionize the way they onboard, train, collaborate, and sell.