



SALES ENABLEMENT EVOLVED

HOW REP-CENTRIC TECHNOLOGY IS UNLOCKING SALES POTENTIAL



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Evolving Your Sales Enablement Strategy

The era of rep-centric sales enablement has arrived—and it couldn't have come at a better time. With the uncertain economy, the rise in remote teams due to the pandemic, and tightening budgets, it's more important than ever for companies to equip their sales teams to produce at the highest level.

Are you ready to evolve your sales enablement strategy?

Ask yourself these questions:

- Are you meeting all of your sales goals?
- Are you confident reps are always on-message?
- Are you 100% sure reps are using sales content properly?
- Are marketing and sales teams on the same page?

If you answered 'no' to any of these questions, it's time to take a second look at your sales enablement approach.

The Downside of a One-Size-Fits-All Approach

As the demands on sales organizations change, your sales enablement efforts must evolve to keep pace.

For example, many sales enablement initiatives take a top-down, one-size-fits-all approach that doesn't put the rep at the center of the process. These status-quo programs won't equip sellers to compete in our next normal. Today, dispersed teams require a new level of coordination, collaboration, and empowerment in order to unlock sales success in an overcrowded digital world.

Sales enablement has emerged as the linchpin that syncs all areas of your organization for sales success. Instead of outdated approaches that treat sales as a siloed function, evolved sales enablement aligns your sales team with marketing, operations, product, HR, and other teams to support sellers and drive productivity.



If you're following the same old game plan, it's time to evolve your strategy.

Driving Sustainable Success in an Uncertain World

It's a whole new way of thinking about sales enablement. The future of selling will most likely require continuous adaptation as sellers remain remote and the virtual buying process becomes more complex. In this environment, sales enablement is critical to drive sustainable sales success.

Businesses—and markets—change all the time. New competitors, new products, and new customer needs can disrupt your current plans overnight.

Here are some common challenges:

- Your company is growing, making it risky to rely on a legacy onboarding process
- Your reps sell a rapidly-changing product or service
- You do business in a regulated space with stringent compliance requirements
- Your buying process has become more complex in a virtual world
- Your messaging is changing due to M&A or a new go-to-market strategy

If you're following the same old game plan, it's time to evolve your strategy.





Why Legacy Approaches Have Limited Impact

If you support a sales force—as a sales enablement pro, product marketer, trainer, sales leader, or content marketer—this is your moment. You’re essential to the process of maximizing revenue per rep, by ensuring sellers convey the right messaging using the right content throughout each stage of the buying process.

Are you ready for the next normal? At many organizations, sales enablement has been either an ad-hoc, reactionary scramble or an overly structured, formal training program where knowledge is transferred to reps in one fell swoop and quickly forgotten.

Unsurprisingly, the impact of efforts like these is limited. It’s time for something new: an evolved approach, designed to consistently and organically deliver content, skills training, knowledge, coaching, and tools to reps in the flow of their daily work.

This new approach ensures knowledge is retained, best practices are captured and shared, and reps are able to use their knowledge to close deals across the board. These tactics are integrated, driven by a unified strategy, and supported by sales enablement technology.



Evolved sales enablement is rep-centric, AI-scaled, and virtual-first.

Sales Enablement for the Next Normal: Rep-Centric, AI-Scaled, and Virtual-First

Given its powerful impact on the bottom line, next-level sales enablement is no longer optional. It's a crucial element for survival, growth, and success in today's ultra-competitive economy.

Sales enablement—when done well—is proven to drive results.

- **High-performing sales organizations are twice as likely** to provide on-going training as low-performing ones (SiriusDecisions).
- **The use of sales enablement solutions has grown** by 567% over the last three years (Smart Selling Tools).

But what does sales enablement look like in 2021 and beyond?

Evolved sales enablement is **rep-centric, AI-scaled, and virtual-first**.

How Do Analysts Define Sales Enablement?

Gartner

“Sales enablement is the activity, systems, processes, and information that support and promote knowledge-based sales interactions with clients and prospects.”

SiriusDecisions

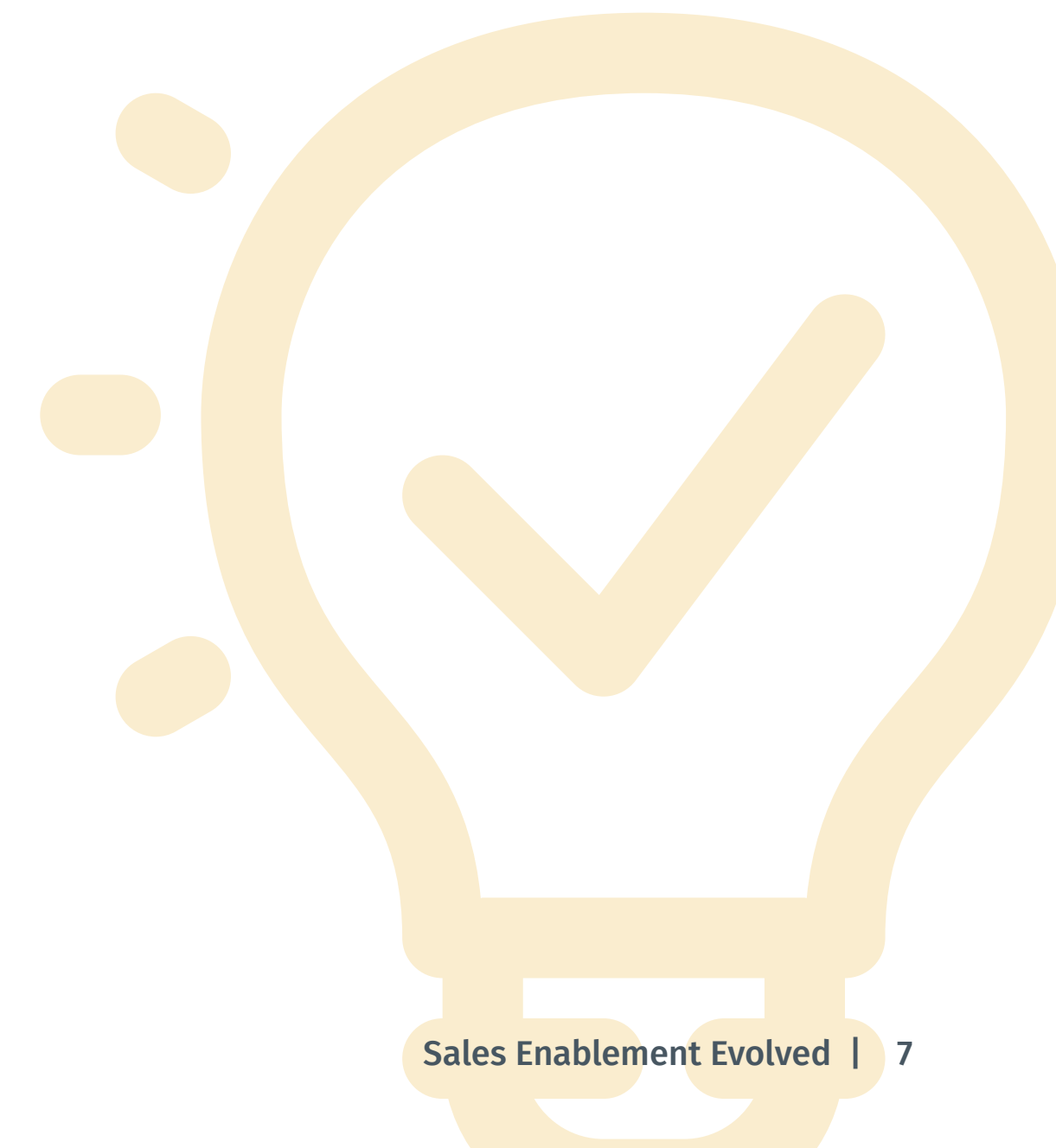
“The job of sales enablement is to ensure that salespeople possess the skills, knowledge, assets, and processes to maximize every buyer interaction.”

FORRESTER

“Sales enablement is a strategic, ongoing process that equips employees with the ability to consistently have a valuable conversation with the right set of customer stakeholders at each stage of the customer's journey.”

CSO Insights

“Sales enablement is a strategic, cross-functional discipline, designed to increase sales results and productivity by providing integrated content, training and coaching services.”



Sales Enablement Evolved

Rep-Centric

Sales enablement can be your organization's super power, but only if it's built with your end-users in mind, especially for distributed teams. Putting sellers in the center of your strategy means delivering the training and content they require at the moment of need, tailored to individual learning patterns, and driven by in-field demands, not top-down mandates.

Sellers love learning from other sellers.

Evolved sales enablement makes it easy to capture content created by reps and share it with others on the team. This rep-to-rep content is stickier than formal learning content and often contains the gold nuggets sellers need to close the deal. When you harvest best practices from the field, you preserve institutional knowledge and can use it to replicate your "A" players.

AI-Scaled

Artificial intelligence (AI) is the engine that powers today's sales enablement. With AI, sales enablement can scale the human-to-human connection to impact the day-to-day lives of many more reps.

AI allows teams to activate unique coaching scenarios for different initiatives, each augmented by its own set of custom rules, rather than a one-size-fits-all approach. AI offers new insights to deliver curated, personalized content, coaching recommendations, and skill reinforcement.

Virtual-First

The new requirements of virtual selling have increased demand for virtual-first sales enablement.

Virtual-first platforms fuel distributed teams with access to vital sales materials and intel at the moment of need, supporting both in-person and virtual selling and collaboration.

Virtual-first sales enablement connects remote and local teams in new ways through enhanced accessibility and collaboration technology.

Winning With Sales Enablement Evolved

2020 was a transformational year for sales organizations. The challenges caused by COVID-19 launched a boom in virtual selling and an estimated 90% of B2B sales are now virtual.

Sales organizations ramped up tools and tactics to support this new paradigm, with mixed success:

62% of sales professionals say they've lost a sale because they couldn't meet personally with a buyer.

48% of sales professionals say remote selling has made it harder to close deals.

This data reveals the impact of the pandemic. Virtual selling requires new skills, new content, and increased “backstage” support. Practice, role playing, call coaching, reinforcement—all the traditional tools in a sales manager’s arsenal—have typically been done in person.

But with reps AND prospects working remotely, making quota is harder than ever. Sales leaders are often no longer physically in the same office for observation and mentoring of their team. And fewer buyers are opting to meet face-to-face, with many preferring virtual engagements as a first point of contact.

Today’s sales organizations must evolve to meet these new demands—or risk falling behind competitors who are taking their sales enablement strategy to the next level. To be effective, companies must rethink how they onboard, train, and enable both new hires and veteran performers.



Choosing the Right Technology

Not all sales enablement technology is created equal. It's vital to implement tools that your team will actually use and that will help them perform their jobs more effectively.

Your technology solution must be:



Effective

Evolved sales enablement arms your sellers with the right content at the right time, but also surrounds that content with the insights and institutional knowledge they need to leverage it for maximum impact.



Scalable

Evolved sales enablement supports scalability and efficiency for distributed teams to empower as many reps as possible with the right training and content. But remember, even the best technology is ultimately powered by the people that use it. An ideal solution blends the benefits of artificial intelligence with the human element, allowing your team to work more efficiently without sacrificing quality.



Actionable

Evolved sales enablement measures everything your sellers do and translates both quantitative and qualitative data points into actionable reporting and analytics. This enables continuous improvement and brings transparency to sales enablement's impact on business performance.



6 Priorities of Sales Enablement Evolved

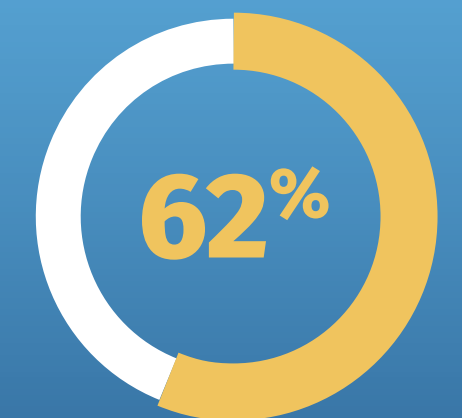
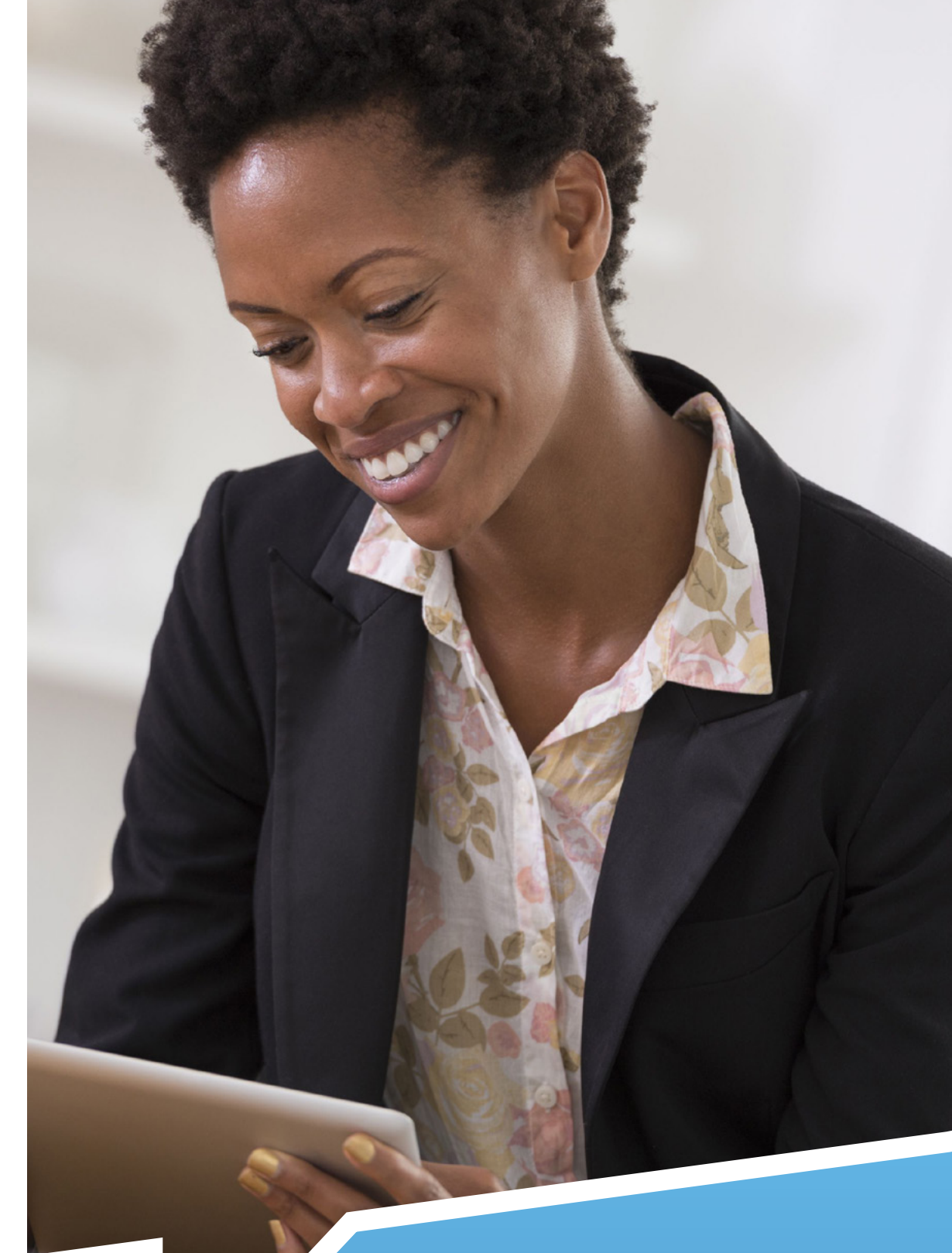
Today's sales enablement demands a holistic strategy to accelerate the sales cycle, drive higher average contract values, and boost profitability. Functions that were siloed—training, learning, and coaching—are merging with content creation and management.

Now that most B2B sales are virtual, a unified approach to sales enablement is more critical than ever for keeping teams on track. An evolved sales enablement approach includes these six essential capabilities.

1 Onboarding and Training

Sales training includes onboarding new hires and supporting them with continuous learning and reinforcement on product information, messaging, competitive positioning, and the skills needed to have valuable interactions throughout the virtual sales process.

The most effective sales enablement programs use both instructor-led and self-directed modules to deliver formal company programs and share rep-centric, collaborative content. They foster engagement with company culture and reduce new hire attrition by exposing sellers early and often to peer learning and best practices, maintaining the human-to-human connection even in virtual environments.



Sales professionals say they've lost a sale because they couldn't meet personally with a buyer.

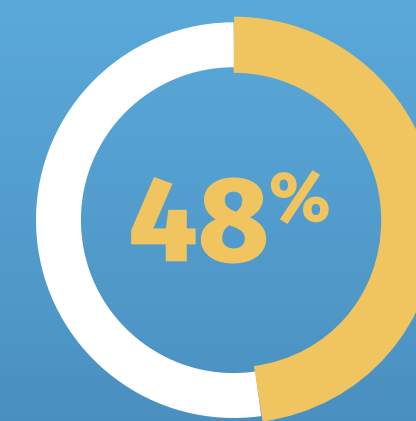
Source: Allego

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Content Activation

Sales enablement drives the creation, distribution, and management of customer-facing sales assets and internal sales training content. All content needs to be readily discoverable, easy to consume, trackable, and reusable across the sales organization. Teams who know what's working—and what's not—can improve sales content to be even more effective.

But it's not enough to simply make assets available, sellers must know how and when to use these resources to deliver maximum impact to their prospects. This means powering up content with relevant talk tracks, best practices, win stories, and SME knowledge that sellers need to handle objections, nurture prospects, and close deals.



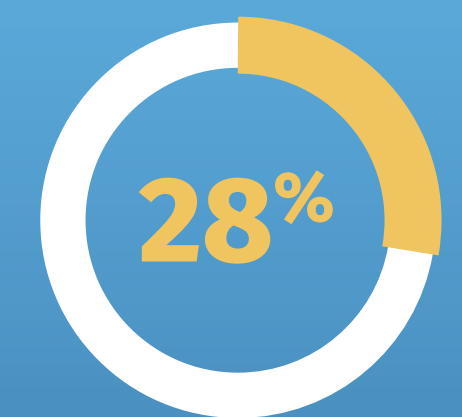
Sales professionals say remote selling has made it harder to close deals.

Source: Allego

3 Communication and Collaboration

Sales enablement facilitates communication within the team and across other functions. It fosters collaboration between reps—learnings from calls, new ideas for addressing common prospect pain points, win / loss stories and more. If sellers aren't sharing information with each other, the organization is missing out on essential intel that could lead to more deals.

Alignment and continuous collaboration with the marketing team is also critical. Without it, reps lack the insights marketing is gathering from its top-of-funnel campaigns, and marketing loses the chance to shape campaigns based on first-hand sales conversations. Technology that helps your team empower reps with information from all departments is crucial.



Sales reps say they haven't yet been sufficiently trained to be successful with remote selling.

Source: Allego

4 Coaching

Sales enablement extends not only to sales reps, but also to sales managers. Equipping front-line managers to inspire, motivate, and support reps with good coaching and communication improves seller productivity and leads to better results.

You need a tech solution that supports both formal and ad hoc coaching to hone skills and prepare for every selling situation. Call coaching with actionable, AI-powered insight enables managers to review all of their reps' calls, provide the most effective point-in-time feedback, and personalize coaching at scale.



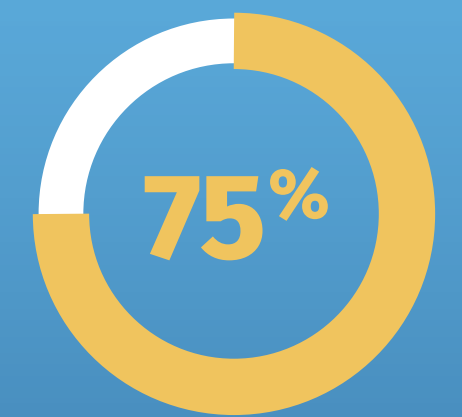
Sales professionals say their approach and training needs to be adjusted for more remote sales.

Source: Allego

5 Sales Methodology

Sale enablement—in conjunction with sales leadership—owns and implements the sales strategy, processes, and methods that the organization has developed to qualify leads, nurture prospects, engage buyers, and close deals.

When teams don't have an agreed-upon methodology in place, they're not working from the same playbook. That makes it difficult to communicate with sellers in a uniform manner, and even harder to enforce best practices within the team.



B2B customers prefer remote sales interactions over traditional face-to-face ones.

Source: McKinsey

6 Analytics

The final component of sales enablement is measurement. Success depends on a 360-degree view into seller activity and results. Business impact must be measured at both a macro and micro level to justify enablement investment. Meaningful metrics include: average sales cycle length; number of reps achieving quota; and average deal size.

Measurement and reporting must extend to the overall success of the sales enablement program. Teams who know which content and actions are advancing deals can continuously iterate and optimize the process.



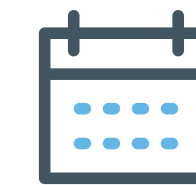
Buyers reported that sellers lack virtual presentation skills.

Source: eMarketer

Sales Enablement Evolved with Allego's All-In-One-Solution

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.



Launches and Rollouts

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



Virtual Selling

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



www.allego.com | 781.400.5671 | salesinquiry@allego.com

To learn how Allego can help 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.

Learn more about Allego and the movement we're building at allego.com.