



# Smarter, Better, Faster, More

The Ultimate Guide to Scaling Sales  
Enablement for Virtual Sales Teams





# Why Virtual Sales Teams Need Modern Sales Enablement

Sales enablement is in the spotlight. The economic uncertainty, workplace restrictions, and market instability of the past year have shaken organizations in almost every industry.

The pandemic revealed that one of the most important factors for survival is an effective sales force.

More than ever, you need sellers who can hit the ground running and deliver your value proposition in a compelling, consistent manner that moves prospects through the pipeline and closes deals.

Companies that weren't able to ramp up sellers quickly and effectively realized they had a problem last year. The pandemic exposed any weaknesses in people, plans, and processes.

It also turned a bright spotlight on the one thing that could turn this around: **a modern approach to sales enablement.**





# Adapting to the Next Normal

At its core, sales enablement is the ongoing process of maximizing revenue per rep, by ensuring sellers convey the right concept using the right content throughout each stage of the buying process.

Given its powerful impact on the bottom line, more organizations are realizing that sales enablement is no longer optional. It's a crucial element for survival, growth, and success in the new economy.

It's good news for sales enablement managers, product marketers, content marketers, and sales trainers. Your capabilities are being recognized as essential for company growth.

But the pressure is on to deliver more results with the same—or fewer—resources.

- 1. How do you support more sellers when your company is growing?**
- 2. How do you support sellers AND other client facing teams?**
- 3. How do you ramp up programs without growing your team?**

Scalability is increasingly important, especially in fast-growing industries. Scaling sales enablement means expanding your services and your reach to a growing audience, without adding more resources.

**Read this guide to learn how you can scale your sales enablement initiatives when you can't grow your team.**





## How To Know When It's Time to Scale

Every organization delivers sales enablement slightly differently. It's a field in transition. While some companies have well-established teams, others are adding their first manager.

At many places, a single person is expected to support dozens or even hundreds of sellers. At others, they onboard, train, and coach multiple client-facing teams in addition to their sales force.

Every company is adapting to the next normal, launching new products and services or rethinking how they deliver their existing ones. Your enablement strategy needs to be as flexible and nimble as your business.

**Most enablement teams are designed to serve the current state of a business, without considering the needs to support a future state.** If you're using the same sales enablement approach as you have in the past and hoping that it will suffice moving forward, think again. You simply won't be able to support your sales force and/or other teams unless you can adapt to new products, market conditions, or competitors.

It may be time to scale your approach. Here are four signs that your sales enablement strategy needs to scale to meet your business objectives.





**If you see any of these four signs, it's time to re-evaluate your sales enablement strategy. Here's how to scale when resources—people, budget, time—are tight.**

## 4 Signs You Need to Scale Sales Enablement

### 1. New hires aren't getting up to speed quickly enough.

Are your new sellers able to meet quota as soon as you need them to? If not, that could be a sign that they're not getting the right training or that you're not training at the right cadence. The less support you provide upfront, the longer the ramp-up process takes.

### 2. Your decisions are based on gut feelings instead of data.

Do you know which pitches are successful, which content is moving the needle, which reps are struggling with certain tasks, or the best ways to handle objections? You need data to diagnose problems in the sales process so that you can make adjustments.

### 3. Your content isn't helping reps make sales.

Are your reps using your content to nurture and close deals? Do you know what reps need at each stage of the buying process, and what buyers are looking for? You need a way to align with your marketing team to produce the best content—and train the sales team on how to use it most effectively.

### 4. Your sellers spend too much time on admin instead of selling.

Do your sellers waste time hunting for content, trying to get their questions answered, tweaking messages, or other tasks that take time away from working deals? Make sure your sales enablement strategy can deliver the information sellers need quickly to free them up to focus on closing business.



# Driving Sales Enablement Effectiveness and Efficiency

You need three things to scale your sales enablement initiatives and be successful in the future: a high level of influence, cooperation of internal teams, and the right set of tools.

**Follow these three steps to scale up sales enablement and deliver programs more effectively and efficiently.**



Boost your influence with executive support and high visibility.



Be the conductor of the orchestra, not a soloist.



Implement a robust, integrated sales enablement platform to save time, effort, and resources.





## 1. Grow Your Influence

Sales enablement pros must influence individuals and teams that don't report to them directly. Sales managers, sales trainers, and sellers must buy into your plans and processes, use your content, and follow your methodologies. Sales leadership must support your initiatives. Internal subject matter experts and colleagues on other teams must contribute their knowledge and share content.

Scaling sales enablement starts with extending your reach and ensuring the cooperation of multiple teams.

### Action Items

- **Secure an executive champion** (or champions), ideally your CRO or other sales leader. Having their “seal of approval” on your initiatives is the first step to ensuring managers and reps toe the line.
- **Align on goals.** Make sure your priorities flow from the organization's business objectives and that your goals and sales goals are in sync.
- **Boost your visibility** with regular communication up and down the ladder. Be transparent with your plans and share milestones and wins.
- **Create a feedback loop.** Hold regular meetings to update the sales team on initiatives in progress and to gather feedback from the field on what's working and what's not.

## 2. Leverage Internal Experts

A high-performing sales enablement initiative depends on a steady stream of content to onboard, train, reinforce, and coach sellers. But it's really challenging to produce, review, and maintain a high volume of content with a small team. Think about those within your organization who can contribute. Leverage the expertise of your sales leaders, subject matter experts, and the sellers themselves.

Scaling sales enablement means upping your content output. Tap into internal content creators to publish, distribute, manage, and track customer-facing sales assets and internal sales training content.

### Action Items

- **Align with marketing.** Collaborate with your marketing team to align on goals and create up-to-date, targeted content.
- **Enlist internal SMEs.** Build relationships and share information from subject matter experts to disseminate ideas, competitive intelligence, and winning approaches.
- **Coach the coaches.** Equip sales managers with tools to coach and enable reps for you, increasing your reach.
- **Crowdsource learning.** Activate peer-to-peer knowledge sharing and collaboration.
- **Coordinate content.** Get all content creators on the same page to ensure that your platform always has the most compelling and up-to-date content.
- **Create a culture of continuous learning.** Make programs interactive and give salespeople the tools they need to drive their development.



### 3. Implement Effective Tools

Thriving in today's competitive climate requires investing in the right tools. The typical stack includes a Learning Management System (LMS) or Learning Experience Platform (LXP), Content Management System (CMS), and tools for call coaching, role play, reinforcement, video engagement and more.

To scale sales enablement, you could cobble together multiple platforms with a range of capabilities. But the most efficient approach is having learning, content, and collaboration all in one place.

#### Action Items

- **Replace siloed tools** such as LMS, CMS, coaching / role playing, reinforcement, and call coaching with an all-in-one solution to harness system-wide benefits.
- **Gain a 360-degree view of the metrics** that correlate with success within a single platform, instead of cobbling metrics together from disparate systems or making assumptions based only on course completions or shared content.
- **Reduce workload with a seamless administration** of a single solution versus management of multiple separate platforms.
- **Increase user adoption with a frictionless experience** for reps who can access, create, and share content, get training, and collaborate with their teams without switching tools.
- **Cut costs by eliminating subscriptions** to redundant tools.



**The future of sales enablement solutions is mobile, on-demand experiences that are engaging and effective to drive learning at scale—no matter how dispersed or centralized your team may be. Follow these steps to empower your sellers with the tools and resources your sales organization needs to be successful in any business climate.**



## Sales Enablement at Scale: Allego Customer Spotlight

Get best practices and see how Allego customers scaled sales enablement and delivered more strategic, effective, and efficient services.





## Allego in Action

### Finastra's 6-Person Team Scales Training and Transforms Learning

#### Situation

Formed from a 2017 merger between Misys and D+H, Finastra is the third largest Fintech company in the world, providing software solutions to banks and financial institutions globally. Finastra employs over 10,000 people world-wide.

#### Solution

Anna Hiett, Global Head of Sales Training, said, “With a small team of six and double the audience since the merger, I knew there was an immediate need to bring our learning into the digitally enabled 21st century. After careful technical and functional evaluation, we decided to go with Allego because of its user-friendly interface to create courses and upload content, its ability to be implemented rapidly, and specifically the video coaching functionality it offers.”

#### Challenge

Since the organization doubled in size following the merger, the team began looking for ways to scale the training of the company’s sales force and client-facing staff while making it more interactive and accessible on the go.

#### Results

Finastra reduced the length of onboarding workshops from two weeks to one without sacrificing effectiveness. It also enabled the company’s employees to access learning on the ground. In the first year alone, Finastra realized a \$170K cost saving for travel and expenses.



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## Allego in Action

### Qventus' 1-Person Team Scales Up and Delivers Learning On-the-Go

#### Situation

Qventus is a fast-growing company whose mission is to simplify how healthcare operates. Named one of Fast Company's Top 10 Most Innovative Companies in Health for 2018, the company provides a comprehensive "system of action" that enables hospitals and health systems to optimize patient flow.

#### Solution

The company knew it needed a formal training program to quickly onboard a slew of new reps to hit its sales goals. And with an almost totally remote workforce, it wanted a platform that would promote communication and collaboration among reps without requiring them to be in the same location. By choosing Allego, Pete Giliberti, Director of Sales Training and Enablement, was able to build a high-quality learning and enablement program almost overnight.

#### Challenge

As its growth accelerated, the demand for the Silicon Valley-based firm's solutions rapidly outstripped the capacity of its small sales force, pushing it to hire new talent at a much faster rate.

#### Results

The company saw reduced ramp times as it melded geographically distributed reps into a cohesive team with a strong corporate culture. "There is no way I could've built and delivered an onboarding program with such high production value by myself in such a short amount of time without the Allego platform," said Giliberti. "And the program is already proving to be effective: we've now got reps reaching a critical milestone in our sales process within the first three months of getting hired. That used to take six months."



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# Modern Sales Enablement 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.

- Publish, distribute, manage, and track customer-facing sales assets and internal sales training content.
- Capture and share content, best practices, competitive intel, win/loss stories from sellers, subject matter experts, sales leaders, and others.
- Offer just-in-time access to information in live selling situations so reps are always up-to-date.
- Develop courses and certifications to test product knowledge and messaging.
- Reinforce learning to ensure that training is internalized and used over time rather than once and forgotten.
- Provide formal and ad hoc coaching for reps and managers to hone skills and prepare for selling situations.
- Gain actionable, AI-powered insight from every sales call and deliver point-in-time call coaching and feedback.
- Boost engagement with an intuitive, mobile-friendly user experience that offers online and offline access from any device.





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To learn how Allego can help you accelerate training and enablement, [request a demo today](#).

**About Allego:**

Transform your organization with mobile, interactive learning technology built for today's distributed teams. Allego's learning and enablement platform ensures that employees have the skills, knowledge, and content to accelerate team success. Instead of traditional onboarding and training approaches—which are rapidly outdated and quickly forgotten—hundreds of thousands of training, enablement, L&D, and customer-facing professionals use Allego to deliver the skills that employees need to succeed in today's dynamic business environment.