



Best Practices for Enabling Sales Success in a Hybrid World



The pandemic has changed B2B sales forever. Virtual selling is here to stay. Meetings, demos, buyer relationship development, and sales follow-up all take place remotely. Even when conditions improve and in-person meetings and events return, virtual components will remain.

“Remote and hybrid teams are going to be with us for years to come,” said Andre Black, chief product officer at Allego. “And that has to influence how we think about building a team culture and making personal connections and providing insightful, personalized coaching.”

As you’ve likely discovered, however, old ways of doing business don’t always transfer to a hybrid selling world. You might be struggling to adapt to this digital transformation and lead your team into this tech-driven new normal.

You aren’t alone.



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ANDRE BLACK
Chief Product Officer
Allego

5 Best Practices for Sales Success »

Sales managers, trainers, sales enablement managers, and sales reps across all industries are encountering the same challenges:



Onboarding and training sales reps virtually



Creating and sharing content and information in the moment of need



Coaching distributed teams and providing feedback



Launching and rolling out new products



Mastering virtual selling skills

With the right strategies, tactics, and solutions, however, you can overcome those obstacles and help your reps master their hybrid selling skills—and have their most successful year yet.

Here are five best practices that organizations in all industries can apply to enable sales success, plus how Allego customers benefited from implementing them.

1 Create Self-Guided Onboarding and Training

Virtual onboarding and training requires more than implementing an online solution. You also need a training strategy that engages new hires, provides continual reinforcement, measures success, and accommodates sellers in different regions. With a self-guided program, you can record and share video, interact with sellers asynchronously, and provide supporting content.



How AmeriSave Transformed Training

Using Allego, AmeriSave Mortgage Corporation revolutionized its training process. The financial services firm transformed all of the content and study aids developed for classroom use into pre-recorded videos that trainees could watch on their own time from any device. It also created quizzes that sellers could take after watching videos to ensure they retained information.

The strategy not only helped increase sellers' confidence and learning-retention skills, proven by the number of new hires who are passing the required federal exam on the first try, but it simplified what was once a long and laborious training process.

Action Items:

- Pre-record videos that sellers can watch on their own time
- Transform classroom study aids into online content
- Use quizzes to engage sellers and reinforce learning

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2 Build a Library of Videos Created by Sellers

Sales teams need high-quality assets that are aligned to their needs, on message, and easy to find in their moment of need. The challenge is getting your sellers to use the content. One way to do this: Include content that they like. In many cases, they want to hear from other sellers about how they successfully handled sales challenges. To build up your library, encourage your reps to create videos explaining best practices.



How Abbott Labs Boosted Engagement

When Abbott Laboratories discovered less than 1% of its field reps were accessing learning materials voluntarily, they knew they had to do something to improve engagement. Using Allego's learning and enablement platform, the global sales training team created contests for their reps. In each video, sales reps explain the problems they face and how they solve them in their territory.

The contests tapped into sellers' love for competition, and engagement skyrocketed. Sixty-four percent of them have shared a video of themselves talking through best practices or sharing how they've solved problems. And the videos have received more than 200,000 views. Plus, the organization now has a rich library of videos that reps can turn to in their moment of need.

Action Items:

- Create a central repository for content and sales collateral
- Organize content to align with the sales process
- Help sellers share best practices

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3 Use Asynchronous Video to Coach Distributed Teams

With asynchronous video, sales reps can record their pitches and practice role playing, and sales managers can review the videos and provide feedback. You can also use video to share product information, best practices, and how-to advice. Reps can then access these in their moment of need. You don't have to coordinate coaching times among people in different time zones or take away from a rep's valuable selling time.

How Software AG Improved Coaching

Software AG, like many enterprises, needed better ways to quickly onboard new hires located across different countries. Stand-alone tools wouldn't cut it; it needed a comprehensive platform for video coaching and knowledge sharing. The company also wanted a platform that was easy to use, fast, interactive, collaborative, and provided metrics.

"Allego was used to help sales teams understand new messaging and whiteboards, and to practice incorporating them into customer conversations," said Graeme McKenzie, global sales enablement director. "After practicing their messaging via video, the reps were given a lot of feedback and guidance. Our subject matter experts also posted videos to show them 'what good looks like.' It worked very well, and we've subsequently rolled out Allego to the other regions."



Action Items:

- Have sales reps record video of themselves practicing their messaging
- Provide feedback and advice on sales reps' videos
- Record videos demonstrating good sales conversations, how to handle objections, rapport-building techniques, and more

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4 Include Virtual Training to Make Product Launches More Productive

Virtual, interactive, and mobile training is now a critical component of product launches. And when used well, virtual training is far more effective than spending hours in a classroom. To make your product launches more productive, shorten kickoff meetings by creating videos that reps can watch in advance from any device, enable video role playing, and allow coaches and trainers to evaluate reps' proficiency in a virtual setting.



How LifeScan Powered Up Product Launches

LifeScan's product launches became much more productive after they incorporated informal learning, meeting pre-work, video-based role playing, and in-video coaching feedback. With the new format, subject matter experts embed PowerPoint presentations into Allego mobile videos, allowing reps to watch them wherever and whenever. Managers also ask their team to record their own version of the presentation within the app and share it for in-video feedback.

The training director also discovered that video-based role playing is more effective than when it was conducted in person. "In the past, reps said that role-plays could be avoided or not taken as seriously when done live during group workshops," he said. "Allego added a much-needed layer of accountability, ensuring that each rep stepped up to the plate and showed their manager what they'd been practicing by recording it on video."

Action Items:

- Record and share presentations in advance so sales reps can watch them and submit questions before the kickoff meeting
- Conduct video-based role-playing exercises
- Enable trainers and coaches to provide in-video feedback

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5 Create and Share Agile Content to Maintain Buyer Relationships

Providing relevant articles, white papers, and other content to buyers in between meetings is essential. It helps your sellers nurture relationships, and it helps buyers make a purchase decision. Videos created by your sales reps help grow relationships even further, not to mention help them stand out when other vendors are sending documents and links.

Be sure to also track whether buyers consume the content. When you know what a buyer likes, you can provide more of it and adjust content that buyers don't like. The key is to provide value to buyer relationships so deals stay on track.

How Ash Brokerage Engages Buyers

To help sellers maintain buyer relationships, the Retirement Division of Ash Brokerage creates videos that its wholesalers can share with customers. Using Allego's sales enablement platform, reps at the insurance brokerage general agency create and share agile content, some of which includes videos to help wholesalers better explain Ash Brokerage's products.

The firm's customers love the videos, as one told the firm: "This type of communication is awesome. I typically get wholesaler and vendor information, and it goes straight to the junk folder. Definitely opened up yours and listened." (Continued...)

"By sending thank-you videos, Ash Brokerage reduced the percentage of 'one-case wonders' from 42% to 38% in less than a year."

MIKE MCGLOTHLIN
*Executive Vice President of Retirement
Ash Brokerage*



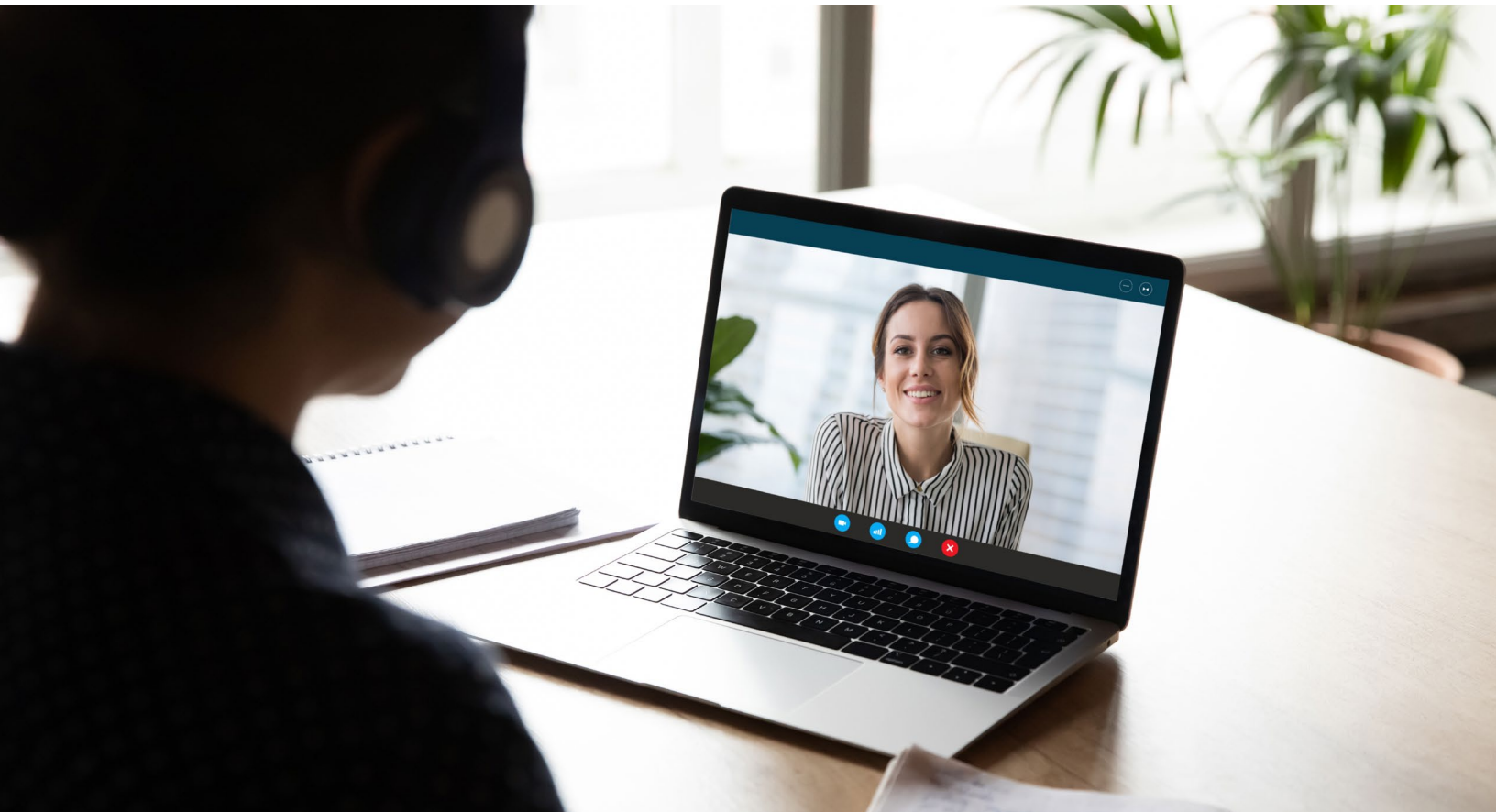
Ash Brokerage also tapped the power of video when sending thank-you emails. Sending short thank-you videos not only helped sellers—and the firm—stand out, but it led to repeat business. In fact, Ash Brokerage reduced the percentage of “one-case wonders” from 42% to 38% in less than a year.

“That may not seem like a big number, but if that four percent does just one additional piece of business with us, that equals \$8.4 million more in sales,” said Mike McGlothlin, executive vice president of retirement.

Action Items:

- Create a repository of content that sellers can share with buyers
- Encourage reps to create videos to share with buyers, e.g., product information, thank-you messages, and updates
- Measure buyers’ consumption of content and adjust content as needed

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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 complete, 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 650,000 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.