



PLATFORM OVERVIEW

Allego's mobile video sales learning platform produces better revenue performance by combining training, practice, coaching and content sharing into a single app designed for sales teams.

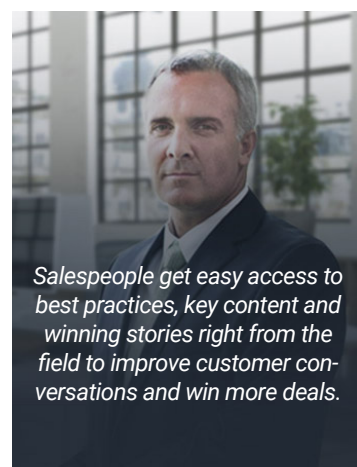
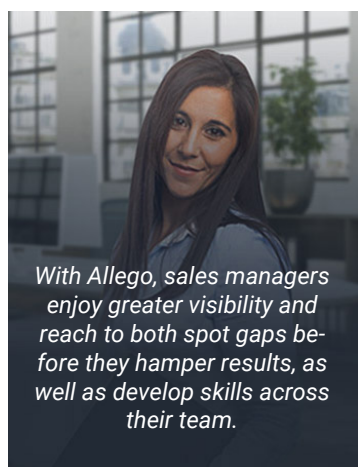
Selling has evolved and the bar is always rising. Increasingly educated buyers, ever-changing market conditions and a deluge of competitive offerings make it more challenging than ever for your reps to differentiate. The current state of sales learning — clunky technology, sporadic training events and poor access to internal expertise — doesn't do enough to help sales teams succeed.

Fortunately, the ubiquity of mobile and the power of video provide a better way. That's why we built Allego®. With Allego, sales organizations:

- Consistently deliver on-message
- Rapidly capture and distribute expert knowledge and best practices
- Ramp new hires more quickly
- Successfully launch new products with greater message consistency
- Reinforce training, skills and knowledge in the field
- Provide easy access to critical information at the moment of need

"Allego proved itself to be a much more efficient and effective way to certify hundreds of salespeople simultaneously."

Jonas Master
Senior Manager of
Global Sales Training
LogMeIn



Tens of thousands of sales professionals across industries like Financial Services, High Tech, Medical Devices, Pharmaceuticals and more learn to sell more effectively using Allego:

LogMeIn accredited 400 sales reps on four different lines of business within one month following a merger.

A Medical Device company reduced the cost of in-person meetings and training by \$4.1MM in a single year.

Apptio reduced time to first deal for new hires from 9 months down to 5 months.

MFS Investments reduced messaging certification failure rate from 37% to 0%.

continued

Allego Capabilities

Traditional sales training falls short because it stops short. Reps need to not only acquire new knowledge, but also drive it into long-term memory and be able to quickly grab high-impact refreshers at the exact time and place of need. Allego addresses all three of these types of learning: Curriculum, Reinforcement, and Just-In-Time.

Mobile first

Designed for Sales teams

Built for the enterprise

Fun, consumer app ease of use

Access with or without network connection



Best practice sharing

Rapidly circulate field-generated insights across the organization so everyone benefits from the wisdom of top talent.



Video practice and coaching with inline feedback

Coaching interactions and solo practice multiply when reps can practice on their own and managers can coach remotely, at the time of their choosing.



Flash Drills® reinforcement learning

Quiz reps with fun, mobile-friendly flash cards so they absorb, retain and consistently apply their training in customer conversations.



Video exercises with intelligent routing and customizable scorecards

Reinforce concepts across the enterprise with video exercise assignments that route to respective managers and trainers for grading.



Salesforce.com playbooks

Serve up the right messaging, objection handling, and competitive differentiation stories for different selling situations right inside salesforce.com.



Knowledge and skill assessment

Establish reps' baseline competency, understand gaps, then measure the effectiveness of training.



Sequenced learning paths

Guide reps through interactive learning paths with gamification and progress accolades.



Multimedia quizzes

Test for concept understanding with inline quiz questions tied back to reporting.



Allego's proven Blueprint Methodology ensures teams successfully adopt and utilize Allego to realize immediate ROI and avoid missteps and waste. Allego's award-winning Customer Success team guides customers through the best tactics in manageable timeframes in order to get the most value out of the platform.

