






Allego Drives Business Value



“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*

Allego improves key business activities:

-  *Faster on-boarding*
-  *Easier best idea sharing*
-  *Better certification*
-  *More effective product and new message launches*
-  *More frequent coaching and practice*

Sales teams have realized enormous business benefits by rolling out Allego across critical sales activities, including:

Revenue growth

Allego accelerates reps' proficiency with new content and boosts seller competency. Reps access critical knowledge at the moment of need and managers identify struggling reps earlier.

Cost reduction

Allego cuts travel and facility expense while saving trainers' and subject-matter experts' time. Salespeople spend less time out of the field.

Risk reduction

By boosting, certifying and reinforcing salesperson mastery of selling strategies, messaging, compliance procedures and more, Allego reduces business execution, regulatory and compliance risk.

Improved employee well-being

Allego boosts salesforce engagement and mitigates sources of stress by facilitating teamwork amongst distributed sales forces, improving manager visibility into team competence and mastery, reducing travel, and facilitating rep coaching.

Specific examples, organized by type of sales activity, include:

New Hire Onboarding

- 🗨 **High Tech:** After using Allego, Account Executives reduced onboarding time 65%.
- 🗨 **High Tech:** Sales reps retained 55% more information after 90 days following their sales training summit using Allego.
- 🗨 **Clarabridge** saved \$80,000 in their first year using Allego by decreasing the length of sales boot camp. This also added a week to reps' time in the field.
- 🗨 **Bullhorn** used Allego to decrease training time and travel expenses by 30% as well as reduce the average time it takes new reps to close their first deal from 2 months to 2 weeks.
- 🗨 **Financial Services:** The company saved \$300,000 by streamlining their onboarding process.
- 🗨 **High Tech:** Allego reduced the average time it took new reps to close their first deal by 4 months, from 9 months to 5 months.

Certification

- 🗨 **Medical Device:** The company saved \$4.1MM in a year with significantly less in-person meetings and training sessions.
- 🗨 **Clarabridge** rolled out Allego and reduced travel expenses for certification training by \$200,000. Using Allego also saves each subject matter expert, such as the information security manager, 52 hours each year.
- 🗨 **MFS Investments** experienced a 37% failure rate with certifications until they rolled out Allego. Within one year it dropped to zero, which eliminated the cost and selling time lost to re-certification.

New Product Launch

- 🗨 **Medical Device:** The company saw a 40% improvement in sales performance for a group that rolled out Allego, versus only a 5% increase for another group selling the same product but without Allego.
- 🗨 **LogMeIn** accredited 400 sales reps on four different lines of business within one month following a merger.
- 🗨 **Medical Device:** The company saved \$150,000 when launching a new product using Allego compared to previous product launches.
- 🗨 **Pharmaceutical:** Using Allego, the company launched a new drug in half the time and certified 100% of their reps in time.

Video Practice and Coaching

- 🗨 **Red Hat** accumulated 19,000 video views within 45 days of launching Allego and saw better alignment with the value proposition across their sales force.
- 🗨 **Medical Device:** In the months following their rollout of Allego, the company hit or exceeded quotas in five of their six regions.

About Allego

Allego's sales learning platform supports all types of learning in an engaging, convenient and effective way through the use of mobile and video. Tens of thousands of sales professionals learn to sell more effectively using Allego. With Allego, sales organizations accelerate time to competency, accurately deliver on message, confidently handle objections and effectively articulate value.

Explore further at www.allego.com.