

Manufacturers **ALLIANCE**

Future-Proof Your Manufacturing Sales Engine



Jake Miller

Senior Product Marketing Manager
Allego

Poll Question

What best describes your job function?

- A. General Manager
- B. Sales Leader
- C. Marketing Leader
- D. Sales Enablement Leader
- E. Commercial Excellence
- F. Other



Challenges in Our Current Selling Environment

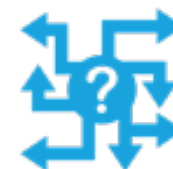
Buyer Expectations Have Changed



The global pandemic accelerated the shift to virtual buying



Buyers increasingly want self-directed experiences



Materials shared by a seller throughout a cycle get lost in inboxes

The Challenge: The Content Paradox



Source: customer surveys/industry data

What Sellers Want

What Buyers Want



Activate Your Comprehensive Content Set

MARKETING CONTENT

- Marketing Videos
- Story/Pitch Decks
- Case Studies
- Product Sheets
- Whitepapers
- Webinars
- Competitive Matrices

JUST-IN-TIME LEARNING CONTENT

- How-To Videos
- Top Questions & Answers
- FAQs / Quick Reference
- Sales Playbooks
- Formal Learning Foundation



AGILE CONTENT

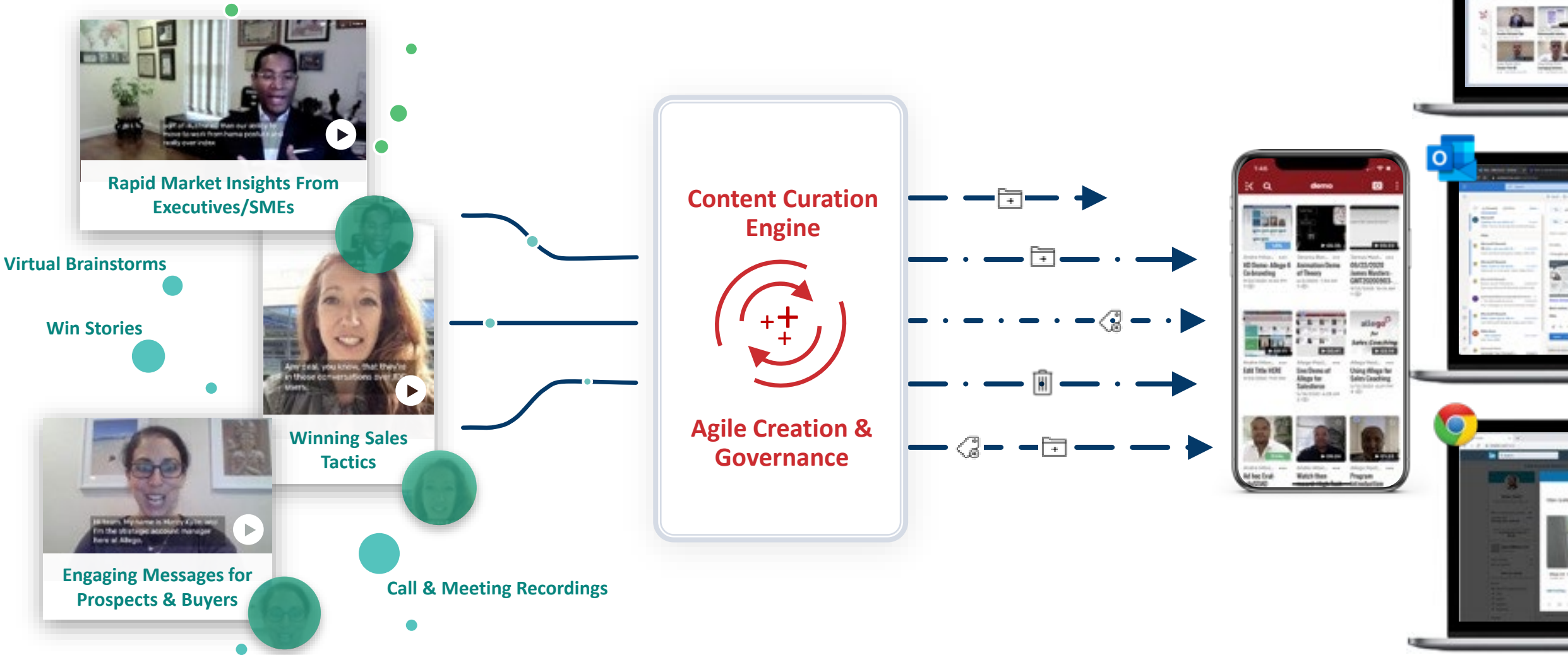
Internal:

- Success / Loss Stories from Sellers
- Competitive Intelligence from SMEs
- Virtual Brainstorming
- Customer Stories
- News Flash & Commentary
- Demo Pro Tips
- Market updates from Sales leaders

External:

- Product Demo Recordings
- Personalized Video Messages
- Meeting Recordings
 - Pre-Meeting Agendas
 - Post-Meeting Summaries
 - Thank You Videos
 - Actionable Follow Ups

Gain the Agile Advantage



Connect Sellers and Buyers With Content

- ❏ With the right content Buyers AND sellers can interact more easily and **move deals through the pipeline more quickly**
- ❏ Engage buyers virtually at every stage of the sales process
- ❏ Savvy **virtual sellers** take a holistic approach to the buying process

Your content management system should be more than a content repository.

Sales reps have only about

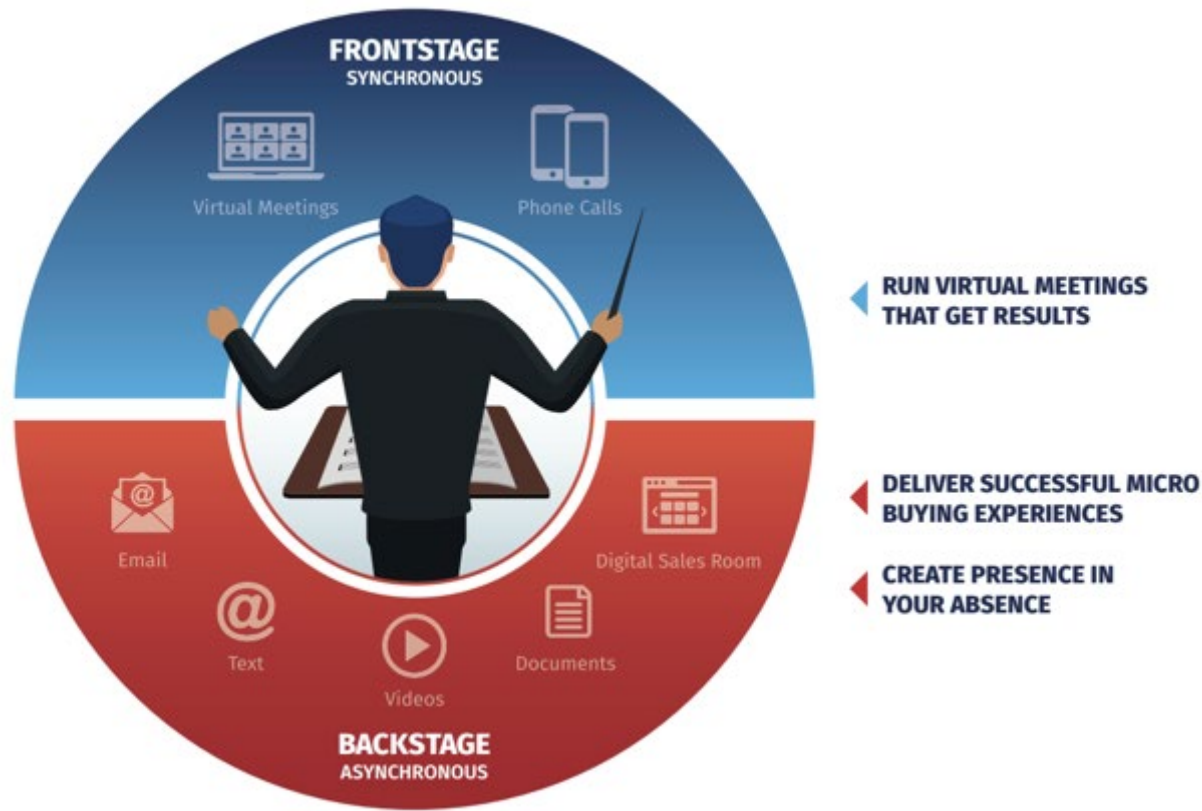
5%

of a customer's time during the buying journey.

Source: [Gartner](#)

Orchestrate Frontstage and Backstage Touchpoints

Backstage interactions **differentiate** the sales process and accelerate deals

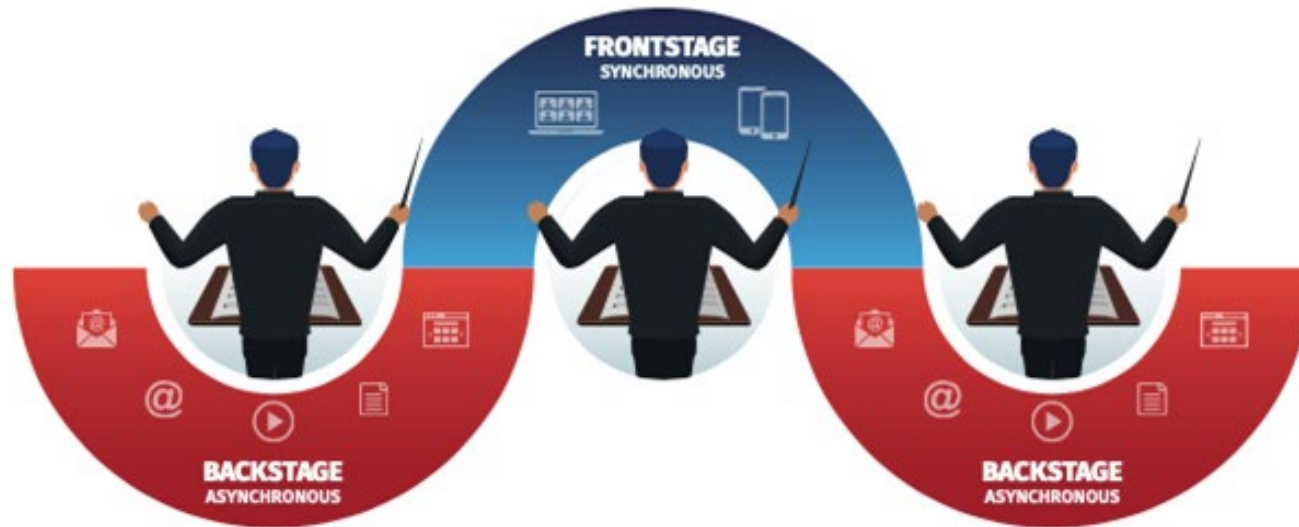


75%

of buyers report
that they prefer
virtual to in-person
sales interactions

Source: [McKinsey](#)

What It Takes To Master Virtual Selling



BEFORE

- Video Intro
- Agenda
- LinkedIn Bios

DURING

- Agenda in Chat
- Intro/Build Trust
- Discovery
- Record Call

AFTER

- Thank You Email/Video
- Summarize Key Points
- Links to Content
- Share Recording

Companies that add the human touch to digital sales achieve

2x

the return to shareholders

Source: [McKinsey](#)

Virtual Selling Shortens Deal Cycles

- ✓ **Build stronger buyer rapport**
- ✓ **Increase buyer engagement**
- ✓ **Increase deal visibility**
- ✓ **Increase seller and buyer efficiency**

Generate Interest

- ✓ Send personalized video
- ✓ Share collateral on DSR
- ✓ Send thank you email



Qualify

- ✓ Optimize DSR relevance
- ✓ Create mutual action plan
- ✓ Buy (virtual) lunch



Demonstrate Value

- ✓ Send check-in video
- ✓ Share product collateral
- ✓ Review DSR Engagement



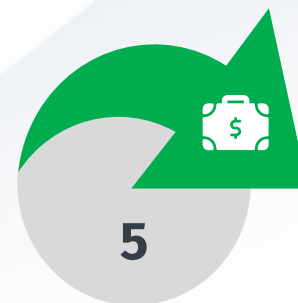
Differentiate

- ✓ Share product demo
- ✓ Upload analyst report to DSR
- ✓ Send check-in video



Negotiate

- ✓ Upload proposal to DSR
- ✓ Answer open questions
- ✓ Review DSR engagement



Close

- ✓ Share onboarding plan
- ✓ Send access credentials
- ✓ Send thank you email



FRONTSTAGE ACTIVITIES

BACKSTAGE ACTIVITIES

Best Practices for Virtual Selling

Share Materials and Track Engagement

#1

Best Practice

Pre-record video

- Use before and after the meetings to add depth and engagement, as well as build trust and rapport

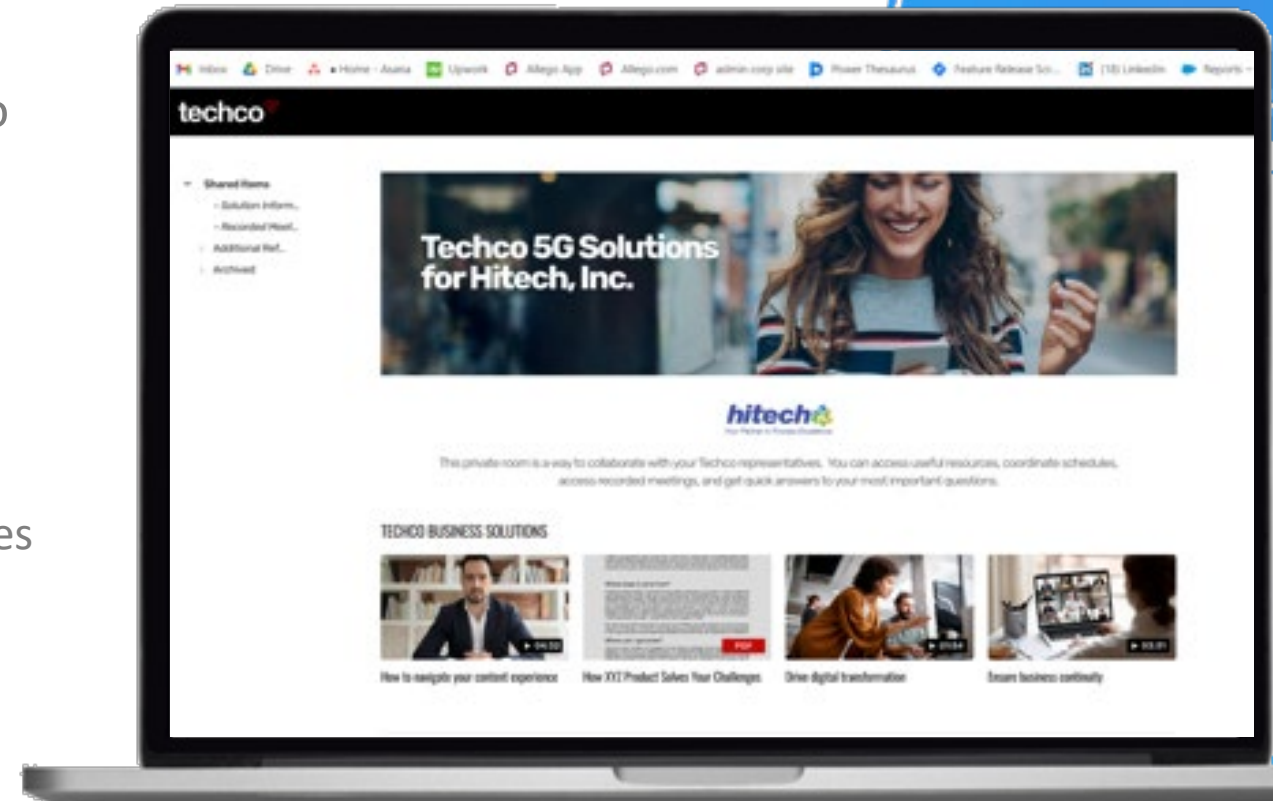
Winning content is
the collateral that
helps close deals

Share relevant information

- Send materials in advance allow the buyer to watch and learn at their own pace and frees up valuable meeting time

Gauge buyer interest

- Track activity on videos and other collateral
 - ✓ How many times did they watch the videos
 - ✓ How often did they open or download articles



Best Practices for Virtual Selling

Follow Up to Stay Top of Mind

Personalize a recap

- Use personalized video to recap your conversation, cover any missing points, and extend the meeting

Drip content

- Continue to deliver content to stay on the buyer's radar
- Include a video explanation of why you chose each piece of collateral for them

Think about the buyer needs

- The key is to NOT overwhelm them, think about what content they need next

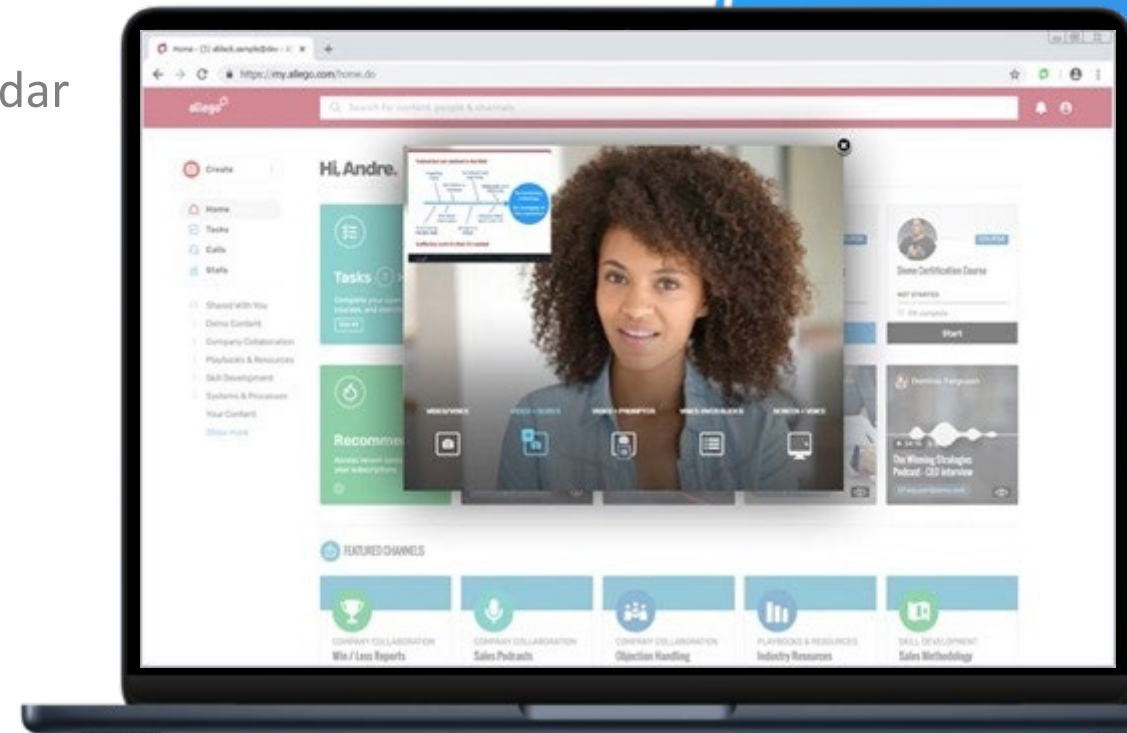
Monitor engagement

- As with pre-meeting content, monitor the buyer's level of engagement with everything you send them

Between sales calls is the best time to strengthen the relationship between you and the buyer

#2

Best Practice



Best Practices for Virtual Selling

Nurture and Maintain Buyer Relationships

#3

Best Practice

Check in

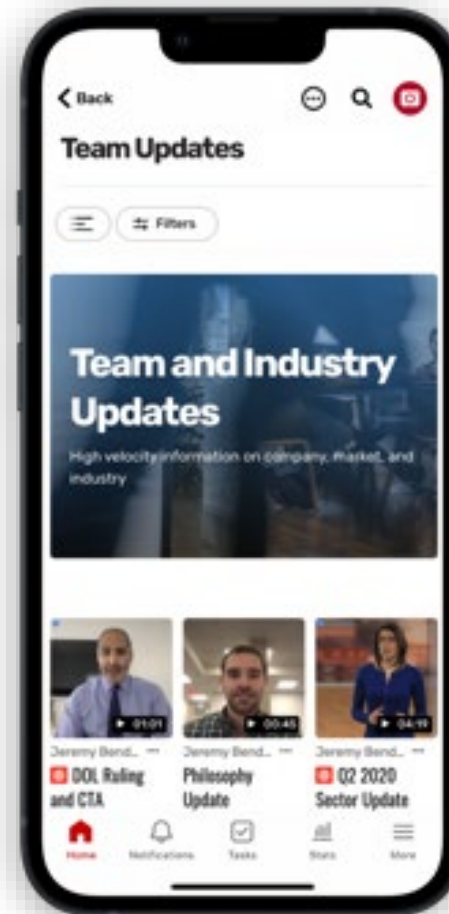
- Use monthly check-ins to discuss trends and issues in the industry and share relevant content

Communicate

- Use a digital sales room (DSR) to create a private communication channel with buyers

Monitor

- Make sure buyers are consuming the content they are sent
- When you know what a buyer likes, you can provide more of it and replace content that buyers aren't engaging with



Create a presence in your absence to keep the deal moving

Key Things to Achieve



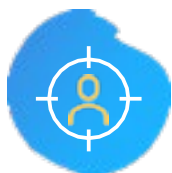
CREATE, ORGANIZE, CURATE & GOVERN CONTENT

Make content accessible and easy to find with flexible governance



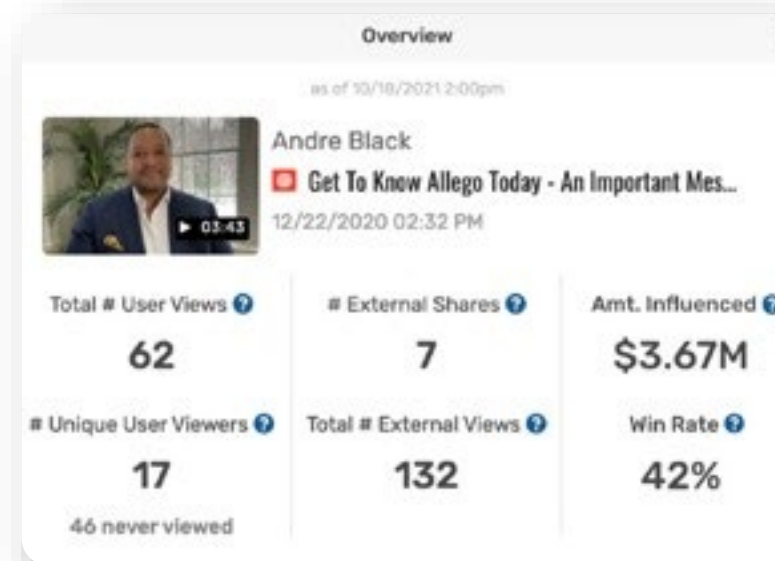
BUILD REP FLUENCY & CONFIDENCE WITH AGILE CONTENT THAT IMPRESSES & INFORMS BUYERS

Improve content effectiveness with buyers and guide reps by activating content



REPLICATE 'A' PLAYER BEHAVIORS

Create and share timely “agile” information for just-in-time learning



Real-World Success: Agile Content & Messaging

WINDOW & DOOR MANUFACTURER



Connect the Dots:
Onboarding &
Training

Pella uses Allego to bridge formal and informal learning in a single hub. Teams and partners can better understand product specs and tech processes. They now have better cohesion and can scale learning efforts more efficiently across branches and channel partners

HEARING AID MANUFACTURER



Improved
Customer
Interactions

Signia, a hearing aid manufacturer, uses Allego to instantly access and share relevant content from anywhere, equipping them with the information they needed to build better client relationships and close deals.

SAFETY EQUIPEMENT SUPPLIER



Refine Messaging
through Customer
Call Recordings

Arco make around 100 calls per day but keeping track of what they say to customers was almost impossible. Using Conversation Intelligence, Arco has been able to detect insight from top performers and increase their average deal per day for their teams.

Manufacturers **ALLIANCE**

Thanks for Joining!



Jake Miller 

Senior Product Marketing Manager
Allego

Request a Demo - allego.com/demo



Check out Allego's eBook!

allego.com/manufacturers-scm/

