



# SALES ENABLEMENT

Specialized sales enablement training strengthens your company's position and instills confidence in those who sell your products. As the old adage goes, sales people sell what they know, so you need to ensure they know as much as possible.

To accomplish this requires a partner that brings innovation, scale, and credibility to the design and deployment of any training solution. That's where AllenComm comes in.

We provide the experience, the talent, and the passion to help you get critical buy-in and support from your organization, your sales channel, and your customers. That's why we're trusted by some of the largest brands in the world.

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## TYPES OF SALES ENABLEMENT

New product knowledge

Value selling skills

Advanced sales leadership

Channel sales enablement

New sales executive training



# EXPERIENCE

We've built hundreds of solutions for companies for everything from new product training to ongoing sales enablement including:

- **A gamified portal that enables friendly competition amongst sales teams**
- **Specialized microlearning and mobile modules for use by direct and channel sales teams**
- **Classroom and event-based simulations for sales management-led training**
- **Innovative use of 360 video and VR/AR applications for training on new product and services**

# INSIGHT

We believe the success of any product and service training solution is predicated on thinking outside the conventions of traditional learning. Our unique collaborative design process (a) ensures that we know you and your business and (b) encourages you to think outside the box, so together we transform the way your training solution is experienced and delivered.

# RESULTS

One client increased content consumption by 400%, and its Net Promoter Score by more than 20%; another achieved a 3-fold decrease in new sales person onboarding times, and a 200% increase in its channel engagement. What's more, AllenComm has won hundreds of industry awards for content, media, and instructional learning.

**Unlike any other partner, we help you create strategies to influence and engage with your teams. We then take it one step further and connect your culture and values with purpose and direction to ensure the greatest long-term positive impact on your sales performance. We know the goal isn't to get just one sale; the goal is to secure a lifelong customer.**