

# The Complete Guide to Sales Enablement Intelligence



**How to Drive  
Revenue with  
Sales Learning,  
Coaching, and  
Content Data**

**allego**   
Sales Enablement  
that Wins Sellers & Buyers



## The Power of Sales Enablement Intelligence

Is your sales team operating at its best? How do you know? What if you could find out exactly how to kick productivity up to a new level?

Now there is a way: ***sales enablement intelligence.***

Sales enablement intelligence is a data-driven approach to learning, coaching, and content to maximize revenue per rep.

Sales enablement intelligence harnesses your sales analytics to pinpoint specific objectives. Using data from sales learning, coaching and content gives your sales enablement team actionable insights to achieve your goals.

These analytics help you identify strengths and weaknesses and make a better business case for when, why, and how to adapt.



Sales enablement intelligence harnesses your sales analytics to **pinpoint specific objectives.**



You can use analytics to detect patterns, trends, and anomalies in your existing sales data—and then use that intelligence to sift out inefficiencies and refine programs.

More importantly, sales enablement intelligence will help you lead a winning team.

Determining the best way to leverage data for your organization is one of the most important requirements for sales enablement leaders. But the challenge of understanding sales analytics is real. Many organizations struggle to gather data, nevermind analyze it well enough to produce insights.

### Do you face these common challenges?

- ✕ Sales enablement can't prove the business impact of learning, coaching, and content strategy
- ✕ Teams lack visibility into seller competencies and the winning behaviors that are leading indicators of success
- ✕ Content creators and managers struggle to see which content is associated with revenue production

To help you achieve these goals, this guide focuses on three types of sales analytics: learning, coaching, and content. Read on to find out how to leverage ***sales enablement intelligence*** to optimize performance.



# Why Is Sales Enablement Intelligence Important?



Imagine how difficult it would be for a **coach to develop a cohesive strategy** without a scorecard.

That's a little like asking why it's important to keep score during a basketball game. If no one knew the score as the game went on, every player could simply decide whether they were playing well or not—even whether their team is winning or losing.

Imagine how difficult it would be for a coach to develop a cohesive strategy without a scorecard.

Yet a surprising number of sales teams operate that way. In its recent *State of Sales Analytics* study, Gartner reported that "only 55% of sales teams standardize metrics across all business units, regions, and teams within the sales function itself." That lack of standardization leads to decisions based on assumptions and intuition instead of data.

Sales analytics can remedy that. In-depth basketball statistics provide insights beyond the score: rebounds, turnovers, and shooting percentage. Analytics can help the sales enablement leader drive a strategy to catch up—and stay ahead of the game.

## You need a solution that will help you:



Gain visibility and empower sales leaders, managers, and coaches



Expose successes by correlating learning and content with CRM outcomes



Identify and prevent performance problems using holistic readiness scoring



See which content is most successful and ensure reps use content that closes sales



Maximize coaching resources by tracking competencies across individuals and teams



Replicate winning behaviors using trend data from the point of sale



## Sales Enablement Intelligence Answers 4 Key Questions

Sales enablement intelligence helps sales leaders and enablement managers answer four important questions:

- 1 What happened?** This is the raw data, broken down into different categories: sales by region, by team member, by product, and by timeframe, as well as things like learning program completion and content usage.
- 2 How did it happen?** Sales analytics can point out patterns in the raw data that provide useful insights, including answers to difficult chicken-or-the-egg questions. Once you've identified an underperforming team, for example, analytics lets you take a deeper dive and establish whether the underperformance is due to factors within the market itself or to a particular seller's approach.
- 3 What is likely to happen next?** Once analytics pinpoints particular patterns that repeat over time, it becomes much easier to create accurate forecasts and replicate "A-player" behavior.
- 4 How can we improve the outcome?** This might be the biggest benefit of sales analytics. Figure out what's been happening with your sales teams and why, and you can refine your sales enablement approach and redeploy your resources to produce greater accountability and better results.

# Key Sales Enablement Intelligence Metrics



Sales enablement intelligence **empowers you** to translate insights into action.

Sales enablement intelligence allows for apples-to-apples comparisons. Is a training initiative having the desired results? Which learning content or external collateral pieces are moving the needle? Sales enablement intelligence empowers you to swiftly translate insights into action.

Remember those basketball statistics we mentioned earlier? Well, by aggregating statistics from individual games, you can track larger trends. In other words, in addition to documenting which player scored the most points or got the most rebounds in a particular game, you can gauge which players are the most consistent scorers and rebounders over the course of a season.

Sales enablement intelligence provides the same kind of detailed, data-based analysis of how your sales team performs over a specific period of time. This analysis helps you take a deeper dive that puts your sales metrics in a broader context.

Here are sample metrics you can track to optimize your sales learning, coaching, and content to drive better outcomes.



## Sales Learning Analytics

**Time to first deal:** On average, what is the length of time between when you hire a new rep and they complete onboarding and training and close their first deal? It might be longer than you think. Once you start tracking this metric, you can work on shortening that interval — which will reduce your cost of hiring and increase your first-year revenue per rep.

**Competency scores:** How proficient are reps on the skills you've identified as critical? How quickly are they completing training courses? What percentage of reps are (or aren't) engaging with the



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material? How many of them are passing quizzes or certifications? You want to show how well your onboarding and training efforts are producing competent and confident sellers.

**Rep attrition:** Attrition is another key indicator of learning success, especially relating to your onboarding program. Research shows that reps who are onboarded well tend to stay longer and report higher levels of satisfaction. For this reason, attrition is both closely related to sales success and an expensive problem when it's too high.

**Competitive win rate:** This is the percentage of deals a rep or team closed compared to the number of deals that a competitor won. Training that prepares your sellers for every situation contributes to a better win rate. Certification processes that incorporate competitive intelligence from the field can reveal wins that are directly attributable to training.

**Percentage of reps making quota:** While other metrics provide a more precise measure of financial impact, an increase in quota attainment reflects the success of sales enablement, signifies greater team stability and job satisfaction, and correlates with lower turnover.

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## Sales Coaching Analytics

**Rep call performance:** How quickly did the rep speak? How many questions did they ask? What was the ratio of rep-to-prospect speech? What percent of a call was spent discussing products? Use these metrics to understand call performance across the team and automate next-best-action coaching, learning, and follow-up content suggestions.



Pinpoint specific moments within actual **sales conversations** to gauge whether reps are adhering to sales best practices.

**Sales call topics or keywords:** What did your reps and prospects say? What actions did they take? What topics did they discuss? Did the rep include overused stock phrases? Pinpoint specific moments within actual sales conversations to gauge whether reps are adhering to sales best practices and messaging and to target skills in need of coaching.

**Prospect engagement:** Did the prospect name-check a competitor? Did they mention pricing? Did they recap pain points or key objectives? Highlight prospect engagement patterns to see rep and team strengths and weaknesses. The objective is not to set some arbitrary standard, but to compare the actions of your most successful reps to those of your least successful reps and, if there's a correlation, share best practices.



## Sales Content Analytics

**Content contribution:** How effective is your sales content? Get the answer by tracking the use of sales content by each rep, tagging each opportunity, and tying content to pipeline and deals closed. That lets you measure the revenue contribution of specific assets.

**Content lift:** This is an even more precise measurement. By calculating the difference in average deal size in a given quarter between closed opportunities that had shared content and those that didn't, you can determine the revenue lift of a content piece.

**Content Deal Velocity:** To measure the impact of content on deal velocity, first look at the average time spent in a given stage across all closed deals. Then measure if there is a difference when a rep shared an asset during that stage to determine if the average time the prospect spent in that stage decreased.





## Sales Enablement Intelligence with Allego

With today's hybrid teams, it's vital to implement a comprehensive solution that unites sales enablement functions and customer-facing sales execution with sales enablement intelligence.

The best platform includes everything from sales training to digital sales rooms to skills development to sales content management—with management reporting on every aspect of your program.

Allego solves these needs with products built for dynamic learning, coaching, content, and collaboration anytime, anywhere. You can empower your organization with mobile, interactive technology built for the way today's virtual and hybrid teams work—all through a single platform.



### **Train & Reinforce Learning:**

Bolster engagement, behavior change, and retention with virtual programs that shorten ramp time and produce measurable business value.



### **Manage Content:**

Create, manage, and activate sales content with context for greater effectiveness through marketing and sales collaboration.



### **Coach:**

Target skill gaps with conversation intelligence and point-in-time feedback.



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### **Learn About Us**

Find out more about Allego and the movement we're building at [allego.com](http://allego.com).

### **Request a Demo**

To learn how Allego can help take your sales content management into a new era of success, request a demo today.

## **About Allego**

### **Sales Enablement that Wins Sellers & Buyers**

Allego represents the next era of sales enablement. Our comprehensive, natively built 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.