

Why Sellers Don't Use Marketing-Generated Content & What To Do About It

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Sales Enablement That
Wins Sellers and Buyers

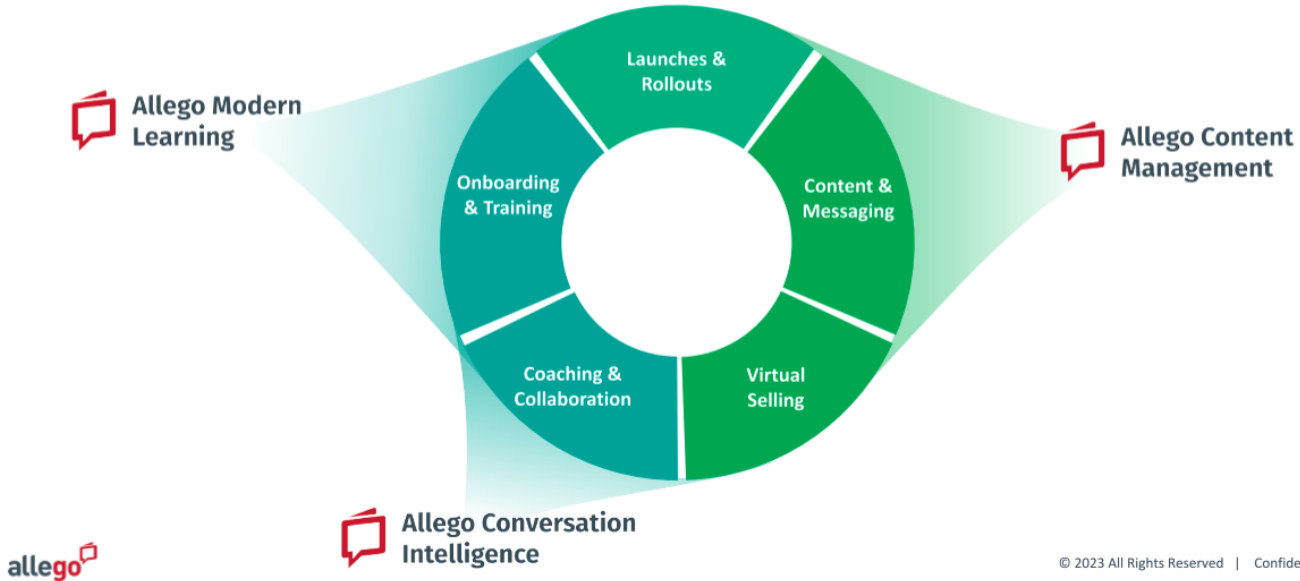
Introduction



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Allego Comprehensive Sales Enablement Platform



Audience Poll:

Are you satisfied with
the content your
marketing team
create?

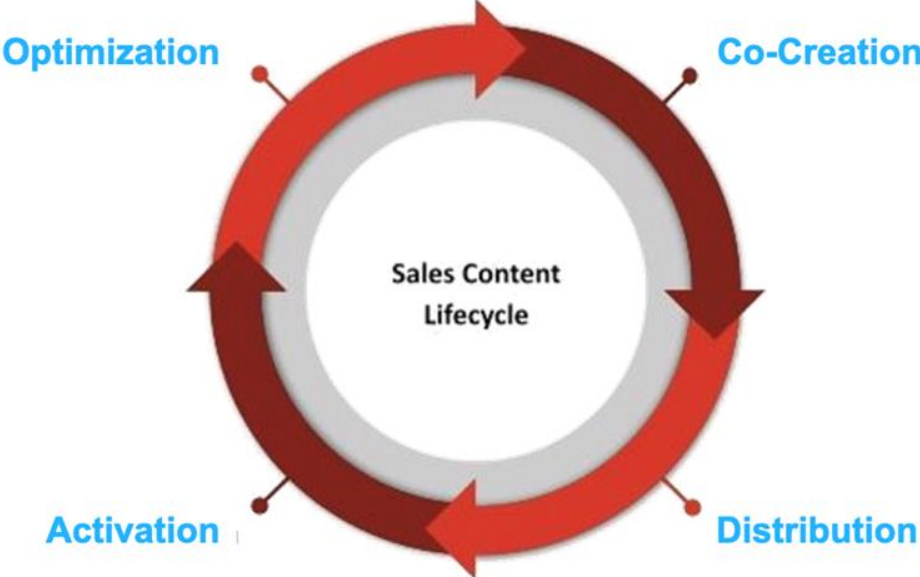
The Challenge: The Content Paradox



Source: customer surveys/industry data

Why Does This
Paradox Exist?

Sales Content Lifecycle



Co-Create with Sales

Give it a name and a meeting cadence

What is the purpose of this content?

What is the context in which it's going to be used?

Which personas, company sizes or industries should we be focused on?

At Allego, we have a group of sellers that we call a **'Sales Advisory Board'** that meets with marketing on a regular cadence.

This group consists of mostly top performers, but not exclusively.

Study

		Presenter Variables		
		Sales Leader	Product Marketer	High Performing Seller
Context Variables	Basic Details	Group 1	Group 2	Group 3
	Basic Details + Case Study	Group 4	Group 5	Group 6
	Basic Details + Demo	Group 7	Group 8	Group 9

how the presenter affects intention

The role of the person introducing the content to your sellers will impact how willing they are to use the material.

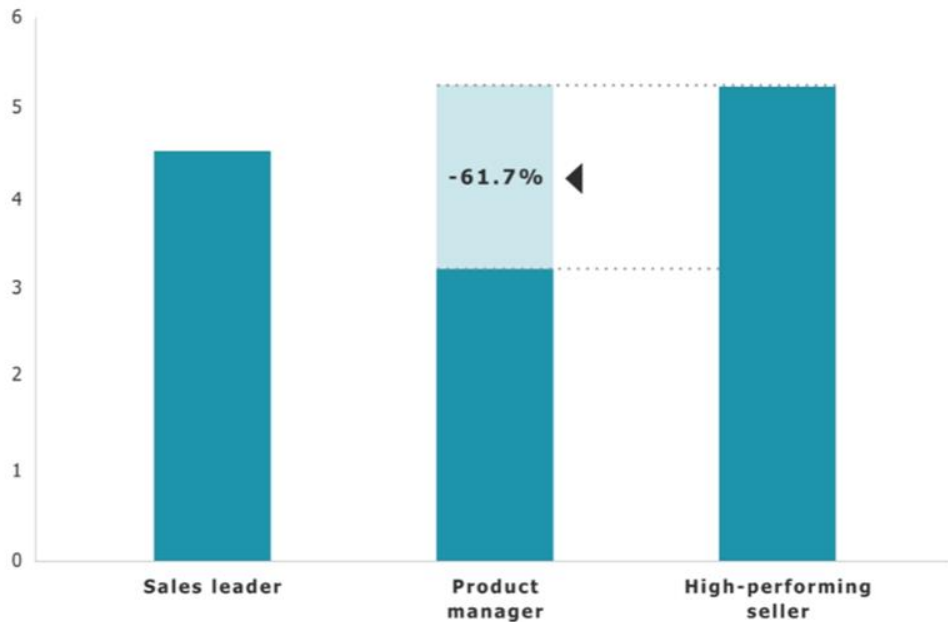
Each of the three presenters used the same content and the same script in their presentations. The only differences among them were their roles in the company.

The results show that **learning about the content from a fellow high-performing seller led to much higher use intentions by the sales force.**

In fact, using a high-performing seller to present a new piece of collateral increased the likelihood of use by 16.7 percent over a senior sales leader.

Despite being a subject matter expert, the product marketing manager's presentations had the least impact on use intentions.

Likelihood of use based on presenter type



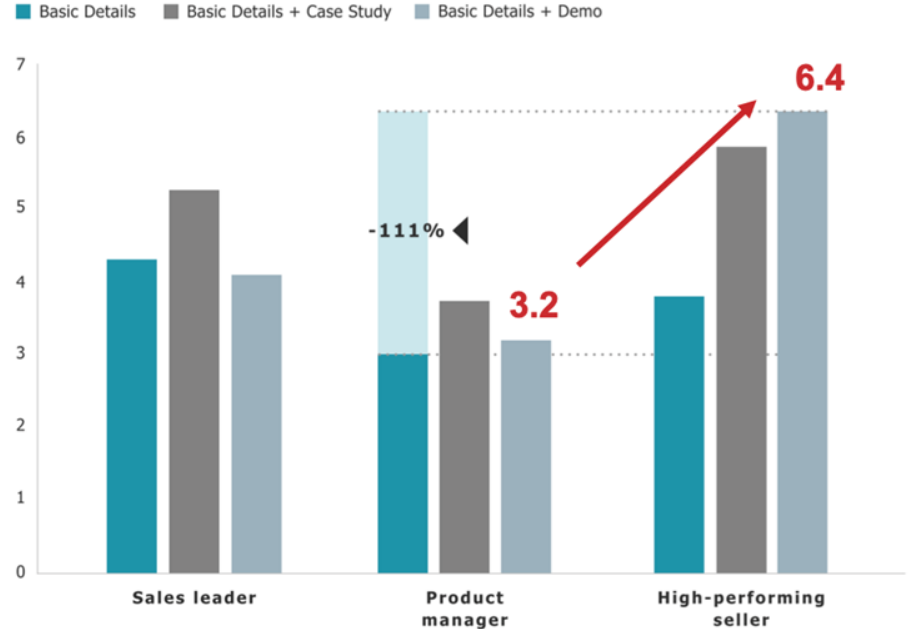
Sellers said they were up to 61 percent more likely to use the content when it was presented by a high-performing peer.

Create a Winning Combination

2X Adoption

Sellers were significantly more likely to use the content after watching a role-play demonstration from a high-performing peer.

Likelihood of use based on presenter and story



Sellers were up to 111 percent more likely to use the content after watching a role-play demonstration from a high-performing peer.

How to Roll Out Content

Use a top-performing sale rep to roll out content

Provide an example of what good looks like



Be mindful of a seller's time

Increase adoption by

111%

when using a high-performing seller to present what good looks like

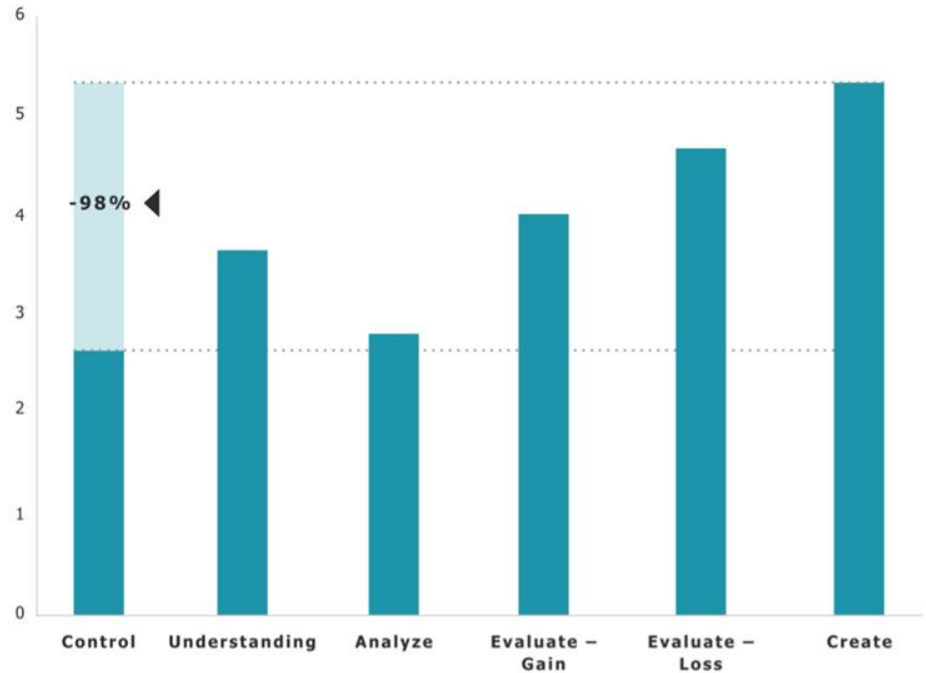
Source: [B2B Decision Labs](#)

How Reflection Affects Intention

98% Increase in likelihood of use

The most effective approach was asking sellers to create a personal plan for using the content.

Likelihood of use based on learning activity



Sellers in the Create group were 98 percent more likely to use the content over the Control group. They were also 14 percent more likely to use the content vs. the Evaluate - Loss group.

Optimise

Anecdotal feedback from sales

This used to be all there was

Quantitative feedback from content platforms

Correlations with outcomes from CRM

Listen to game tape

All the answers are in conversations data
Understand voice of the prospect

Top Firms in
Key Industries
Trust
allego 

1/4th

Of Dow Jones Industrial
Average Companies

3 of the 5

Largest Pharmaceutical
Companies

3 of the 5

Largest Insurance Providers

14 of the 20

Largest Asset Managers

5 of the 10

Largest Banks

4 of the 5

Largest Medical Device
Companies