

Allego for Salesforce

Both sellers and buyers want convenience in an increasingly virtual world – a single point of access for everything they need throughout the buying process. Yet, **70%** of organizations report that sellers ignore the content and insights at their disposal. What's the result? **58%** of deals stall and **50%** of reps miss quota.

With sales teams spending a bulk of their time in CRM, revenue teams need to meet them where they are with content, messaging, training, and coaching that's relevant to their deal dynamics and correlated to deal outcomes.

Help Sellers Close Deals Faster

Allego for Salesforce is a class-leading integration of CRM and Sales Enablement technology that unleashes the power of data-driven selling.

Using buyer engagement data and deal-specific knowledge, Allego for Salesforce enables sellers to succeed in the flow of work with automation that delivers the content, training, coaching and messaging they need to delight the modern buyer and accelerate sales cycles.

With Allego for Salesforce, organizations can:

Find & Discover

Access Allego learning and content right in Salesforce

Guide

Surface deal-specific learning and content with AI

Automate

Track content impact and auto-attribute engagement and call data to opportunities

Visualize

See detailed deal data in easy-to-view timelines to prioritize next actions

Improve

Correlate content, learning and coaching to business outcomes and replicate what works best

