

Allego and Wholesaler Masterminds Partner to Deliver the Art, Science and Lifestyle of Wholesaling via Mobile Video

Wholesaler Masterminds high-impact content now available through the Allego mobile video sales learning platform; Allego customers gain access to best practices and coaching expertise from distribution and wholesaling veteran Rob Shore

Needham, MA and Sonoma, CA – July 10, 2017 – [Allego®](#), the leading mobile video sales learning platform, and [Wholesaler Masterminds®](#), a provider of professional coaching and content for wholesalers and their leaders, today announced a strategic partnership that will enable organizations in the financial services distribution community to access Wholesaler Masterminds® proven practice management content, coaching techniques and best practices through the Allego platform. Additionally, Allego customers seeking to maximize the effectiveness of their sales learning content can work directly with Wholesaler Masterminds to strategize and create dynamic and relevant videos that successfully address skill gaps.

[Click to Tweet](#): Partnership w/ @shorespeak brings Wholesaler Masterminds #finserv coaching content to @AllegoSoftware customers

Wholesaler Masterminds was founded by financial services and distribution industry expert and coach Rob Shore to address wholesalers and their leaders who wish to improve both the process and the branding of their practices. For nearly a decade Wholesaler Masterminds, through posts, podcasts, videos and books has been the go-to digital destination for wholesalers wishing to move their practices from good to great. When combined with Shore’s decades of expertise and engaging delivery, the result is highly effective learning and coaching content that translates seamlessly to video and can be easily customized and shared via the Allego mobile video sales learning platform.

“This logical synergy between Allego and Wholesaler Masterminds will result in tremendous value. Through our website, *Sunday Night Email*, podcasts and LinkedIn presence we know that wholesalers appreciate our insights,” said Rob Shore, Founder and CEO of Wholesaler Masterminds. “Wholesalers, for whom time is precious, will benefit from video content that they can access on demand, that will now be available on their firm’s already established Allego platform.”

Allego customers place a premium on instructor-led training that emphasizes learning reinforcement because they understand that if learning is not reinforced, most of the value of the training is lost in less than 90 days. The partnership with Wholesaler Masterminds will enable Allego customers to leverage instructor-led training offered by Rob Shore and reinforce it with Allego’s Flash Drills feature. Flash Drills quizzes users with fast, mobile-friendly flashcards using a scientifically proven technique called spaced repetition, enabling wholesalers to absorb critical information and managers to better deploy training resources where they are needed most.

“By engaging with Allego, our customers display a commitment to transformative training and coaching practices, but not all are immediately equipped with the most effective video content,” said Tim Kasida,

strategic partnership executive, Allego. “With Wholesaler Masterminds’ highly relevant financial services distribution content in Allego, our customers enhance their time to value and sales results.”

About Wholesaler Masterminds

Founded in 2009 by CEO Rob Shore, Wholesaler Masterminds® serves the training, coaching and consulting needs of financial services distribution wholesalers and their leaders. Through www.wholesalermasterminds.com, Wholesaler Masterminds offer hundreds of posts, podcasts, videos, books and worksheets designed to improve the art, science and lifestyle of our distribution clients. Our main focus is to assist good wholesalers in becoming great wholesalers, for the benefit of their firms and the advisor clients that they serve.

About Allego

Allego’s sales learning platform boosts sales performance by harnessing the power of mobile to transform enablement and training through video content sharing. With Allego’s mobile-first platform, organizations can create and curate the best content from the field and corporate office to better train and collaborate with distributed sales teams, without the time and expense typically associated with in-field coaching or on-site training. Users can easily access relevant, quality content, anytime, anywhere, allowing them to capture their best ideas, master their pitch and accelerate their performance. Tens of thousands of global users across a range of industries have adopted Allego to improve sales success. Explore further at www.allego.com.

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Media Contacts

Allego
Allison Rynak
+1 781-374-5846
arynak@allego.com

Matter for Allego
Mary Amenta
+1 978-518-4511
allego@matternow.com

Wholesaler Masterminds
Rob Shore
+1 888-508-5010
info@wholesalermasterminds.com