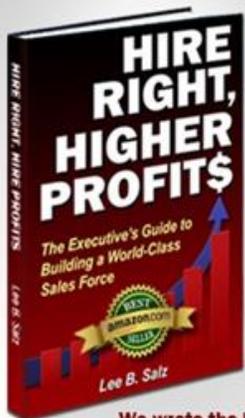


# 10 Keys to Sales Onboarding Success



We wrote the book on sales onboarding!



## The Revenue Accelerator<sup>®</sup>



## ***10 Keys to Sales Onboarding Success***

### **1. Identify program objectives *before* creating onboarding curriculum.**

Creating sales onboarding curriculum without first identifying outcomes is the equivalent of driving with no destination. Ask yourself what a successful participant would be expected to KNOW, be able to DO, and be able to USE upon successful completion of the sales onboarding program. This portfolio of expectations indicates what curriculum is needed.

### **2. Get colleagues involved when identifying program objectives.**

In most companies, department heads are frustrated with the salespeople. The expectations your colleagues have of salespeople are not being met. A sales onboarding development initiative is a great way to build bridges between departments by soliciting their input. Incorporate their salesperson success expectations into your portfolio.

### **3. Use both self-directed and instructor-led curriculum to fully engage salespeople.**

Salespeople need human interaction during onboarding. Programs comprised exclusively of reading documents and watching videos fail to engage them. However, programs that rely on your team to teach the salespeople every aspect of the role are both burdensome and costly. Have the salespeople learn foundation information on their own (self-directed) and interact with your team to learn the application of it (instructor-led).

#### **4. Create curriculum paths to support the backgrounds of the salespeople you hire.**

The sales onboarding development process began with you identifying the KNOW, DO, and USE expectations post-onboarding – the finish line. However, the starting point varies based on the backgrounds of the salespeople you hire: with industry experience, without experience, internal transfer, etc. – the starting line. The roadmap that leads from the starting line to the finish line must align with the backgrounds of your salespeople you hire.

#### **5. Assign the curriculum components to specific weeks for completion.**

By nature, salespeople are goal-oriented. By giving them a goal (requirement) of completing the program's components in a specific window of time, you leverage their competitive nature. The program's core purpose is to get them up to speed...fast.

#### **6. Set a sales onboarding program duration that ensures participant knowledge and skill mastery.**

For some reason, there is a magic number of "90" when it comes to sales onboarding – meaning 90-days long. However, given the outcomes you seek, the type of sales role it is, and the backgrounds of the salespeople you hire; there cannot be a standard for program duration. Make the program intensive and long enough to ensure role mastery.

#### **7. Assess the salesperson's knowledge and skill acquisition.**

Some salespeople will fail to meet your expectations at the end of the program. Yet, you don't know that additional development is needed unless you assess their knowledge and skill mastery. This can be done with quizzes during the program and an exam at the conclusion of it. Simulations are great ways to see the salespeople in action...before they are in the field.

#### **8. Use performance bonuses to drive action.**

If you really want the attention of your new salespeople, put a bounty on the successful completion of the program within a specified timeframe. Use quizzes, exams, and simulations to measure their success.

**9. Solicit feedback from participants immediately after onboarding and again after 90 days in the field.**

The sales onboarding period represents the most training and development that will ever be offered to the salespeople. Right after the onboarding program, ask the salespeople about their level of confidence performing job functions. If they are not confident at the end of it, that is an indication of either onboarding curriculum deficiency or wrong-hire for the role. After three months selling, ask how well the program prepared them to sell.

**10. Use a technology system to administer the programs once they've been developed.**

Leveraging a system that is designed specifically for sales onboarding makes your business scalable, removes the administration burden from your team, and ensures every new salesperson has an outstanding onboarding experience. All of these lead outcomes lead to a healthy top and bottom-line.

## What Financial Impact Can Sales Onboarding Have On Your Company?



Learn how sales onboarding drives revenue and profits.  
[www.SalespersonProfitabilityCalculator.com](http://www.SalespersonProfitabilityCalculator.com)