Your First Impression Needs Work

Your new sales rep starts on Monday. It's the Friday before. You're scrambling.

The new laptop just shipped, they don't have logins to the tech stack, no swag has been sent, the new hire checklist has more empty squares than checkmarks, and you were hoping to be at happy hour 30 minutes ago.

Sound familiar? Unfortunately, it probably does. It's also unfortunate for the new rep who is scared, stressed out, and worried they might not have made the right decision. They may be concerned they should have accepted one of the other two offers they got.

You never get a second chance to make a first impression. Do you want your new hire's first impression to be that you didn't care enough to make sure they had everything they needed to hit the ground running, including a formal onboarding schedule?

A few years ago, I added two weeks of onboarding support to my "Hiring Help" service. Why? Because, if I'm going to the trouble of finding you a Top Ten Percenter, I'm sure as hell not going to risk you screwing up the onboarding! I'm tired of working with companies that do not have a formal, documented, hour by hour, day by day, onboarding schedule for new hires. Too many sales reps sit at home the first few days feeling frustrated, unproductive, and unimportant.

It doesn't have to be that way.

Lucky for you, I have put together hundreds of formal onboarding plans. Here, I will share with you how I make sure that new sales reps feel cared about, important, and a part of the team starting day one!

I train new reps on 4 topic areas:
- Industry
- Product
- Sales Process
- Sales Tools

For each of these topic areas, I use these training methodologies:
- SDL - Self-directed learning
- ILT - Instructor-led training
- OJT - On the Job Training

Sample day:

8:30 – Team stand-up
9:00 – Listen to recorded demos (SDL)
10:00 – Review ICP/Persona (SDL)
10:30 – Meet/Greet – Marketing (ILT)
11:30 – Read blog posts (SDL)
12:30- Lunch
1:15 – Listen to an industry webinar (SDL)
2:30 – Review the live call script outline (ILT) and ask them to write one (OJT)
3:30 – Write 5 VM scripts (OJT)
4:30 – End of the day wrap-up with the boss

Your new hire's first impression will be a lasting one, so make sure they feel excited, important, and confident in the decision they made. A formal onboarding process is an important step in setting them up for success. ■

Kristie Jones is the author of *Selling Your Way IN.* She specializes in helping Founders and Sales Leaders improve sales processes and hire top talent. She is passionate about sales superpowers, accountability, and hiring top ten percenters. Learn more here.