

The Onboarder

What Is Important to Master

1. Our products
2. 30-second commercial
3. Qualifying questions by product
4. A good up-front contract
5. Good first call
6. Phone call
7. LinkedIn intro letter
8. Top objections and answers
9. Pain indicators
10. Budget step
11. Territory plan
12. Presentation

When Should You Know It? (List the numbers above in the timeline)

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1,2							9,3							4,6,7	
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					5,8							10,12							11	

Reasons for Testing

1. They practice all week getting ready
2. Creates a culture of accountability
3. You know how people are progression
4. You can quickly identify stars

Top Producer Characteristics

1. They are conversational in the scripts
2. They are weeks ahead
3. They get other peoples views on the important topics
4. Ask for help

Non-Producer Characteristics

1. They sound robotic
2. They don't know the material
3. They stall ask for more time
4. They make excuses

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What Should You Know?	When Should You Know It?	Where Is the Reference Material Located?
1. Our Products	1. Week 1	1. Powerpoint in sales portal
2. 30-Second Commercial	2. Week 1	2. Script in sales portal Audio version in portal
3. Qualifying Questions by product	3. Week 2	3. Sales support folder Qualifying questions by product by???
4. Up-Front Contract	4. Week 3	4. Script for phone call and first call in sales portal
5. Good First Call	5. Week 4	5. Sales portal - written script audio script
6. Phone Call	6. Week 3	6. Script and Audio file in sales portal
7. LinkedIn Intro Letter	7. Week 3	7. Intranet - 30 minute video on LinkedIn letter.
8. Top Objections - Answers	8. Week 4	8. Top 10 objections and responses in sales portal
9. Pain Indicators	9. Week 2	9. Pain chart sample in portal
10. Budget Step	10. Week 5	10. Budget presentation on PPT in ??? pricing sheet in your sales kit
11. Territory, Plan	11. Week 6	11. Territory info in Salesforce Territory plan template in portal
12. Presentation	12. Week 5	12. Powerpoint template and sample in portal Video example in portal