

ONBOARDING

THE KEY TO YOUR SALES TEAM'S SUCCESS



JOHN O'BRIEN
CEO/MANAGING PARTNER

TIPS FOR ONBOARDING REMOTELY

- Check in on a set schedule
- Talk "live" – Video, not phone
- Effectively use communication tools (video, chat, text, email)
- Have virtual socials with your team!

The most common question I hear from our clients is "What's the biggest mistake you have seen clients make when building sales teams?" From my experience, the greatest opportunity for improvement is creating a well-defined, communicated, and implemented Onboarding Program (OBP).

When a company makes a serious commitment to onboarding -- with a real budget and resources -- it sends a signal to all employees that the company and its leaders are committed to the success of the sales organization. A-players want to be hired by these types of companies!

By creating and implementing a well thought out Onboarding Program, recruiting top talent gets easier, the existing team feeds off the positive energy, turnover decreases, and results shoot up. It can truly "tip" an underperforming sales organization to a quota busting powerhouse.

FIRST STEP: ASSESS YOUR CURRENT ONBOARDING PROGRAM

Here are a few sample questions to get you started:

- 1 Who *owns* the onboarding process? (Hint: It should be the Sales Leader.)
- 2 Do you have a *written, detailed* plan for onboarding new employees? Is it aligned with your ongoing training?
- 3 How frequently are you meeting with your new salespeople *individually*?

RESOURCES

- Review our Onboarding Assessment Tool ([click here](#) to download)
- Read [ChatGPT article](#) on Creating a Sales Onboarding Program

Need more help? Call me at 770-888-0380. Happy to assist!

