

# Sales Team 90 Day Onboarding Objectives

*This sample Sales onboarding plan will give you some ideas for developing one of your own.*

## Month 1 (30 Day) Objectives:

Read David Lewis's book Manufacturing Demand and write a one page summary (key take-aways)

Learn DemandGen's Core Values (guiding principles) and share in discussion why each matters to a sales persons' professional and personal success

Create yourself as a Leads record in SFDC to be nurtured

Learn sales-related SFDC Lead/Account/Contact management and Activity (Tasks) management processes Read through all content in the DemandGen Marketing Resources folder on Box.com

Watch/consume all recorded webinars and videos in the resources area of DemandGen.com

Review past 12 months DemandGen.com blog posts

Review all available online Eloqua platform demo content

Review all available online Marketo platform demo content

Required reading: The Fred Factor by Mark Sanborn (see your manager for a copy)  
Shadow 4+ sales calls led by current sales management with new prospects

Meet with sales & marketing management to review all available resources, technologies, nurture flows, and current scoring models

Attend all locally scheduled relevant Marketo and Eloqua events.

Attend (fly on the wall) one Lead Scoring, Lead Nurturing, or LMF client engagement workshop

Successfully present the DemandGen overview presentation to a Prospect, as well as uncover Prospect Pain Points. Must be able to articulately present DG's background, services, value proposition, and client management process to the Prospect. The Prospect must gain a thorough understanding of who we are and how we differ from our competitors.

## Month 2 (60 Day) Objectives:

[Twelve specific objectives]

## Month 3 (90 Day) Objectives:

[Eight specific objectives]