

# Hiring Training

**We've generally seen two types of new hire training programs – the “fire hose” version – throw everything at them in a little under a week (retention low, frustration high), or the “osmosis” program – send them out with an “experienced” rep for a few days and they'll figure the rest out – they're “great”, right?**

The Salesforce New-Hire Training program is a professionally customized on-boarding agenda designed specifically for your organization's unique environment.

This agenda accomplishes this by focusing on three distinct components of on-boarding a new sales rep, namely; (i) what do they need to know; (ii) when do they need to know it; and (iii) evaluating whether or not they have learned it before moving forward. The key here is to develop a testing process, and ensure the new sales person knows what they are supposed to be doing prior to seeing a new customer.

The Salesforce New-Hire Training program ensures that:

- There is consistent communication between the time the offer was accepted and the start date.
- On Day 1, the new salesperson is provided with clear directions on where to go; is greeted at the door, gets to sit with their

manager, and have an ID card, workspace, supplies and equipment ready to go.

- They receive proper training on your product/service; your sales process including CRM; your competitors; your organization's mission, vision and values, how to communicate your value proposition; your expectations in the terms of targets, activities and effectiveness.
- Your training format is varied and engaging (1:1, classroom, web, job shadow/sales calls)
- The new salesperson is tested to ensure that they are knowledgeable in the topic before proceeding to a new one.
- The stages of learning are clearly defined, have a logical sequence and are staggered over time.
- Ultimately, creates an experience that leaves the new hire prepared to hit their sales targets.

This program is designed to accomplish one objective and that is to help sales people move to revenue-generation mode as quickly as possible, and instilling the confidence to do so.