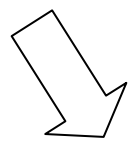
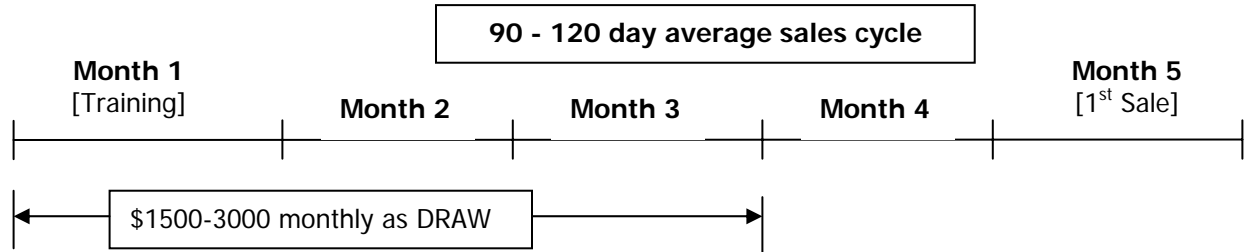


Just Hired a new Salesperson?

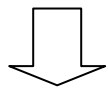


The contents of this document prescribe a plan to ramp up your new salespeople and have them become Sales Professionals as quickly, efficiently & effectively as possible. We are referencing the IT solution sales organizations with complex technology to sell and longer sales cycles.

Hiring on a 90-day Probation Period, you should allow a 5-month period for effective ramp-up to Quota Run Rate (QRR = 12 month goal / 12). Quota run rate is what is used to manage a more predictable sales pipeline and forecast report later on.



Receiving the DRAW is dependent upon achieving the required levels in the "Activity Plan".



ACTIVITY PLAN

Month 1

- 1. Learn your product.
- 2. Pass Advanced Sales Criteria
- 3. 1 week in Call Center (learn to generate leads for them selves when needed)
- 4. 1 week Field Training (along with an experienced Sales Professional)

Months 2&3

- 1. Achieve 2 initial meetings per week with new suspects
- 2. Create one proposal per week for initial service or diagnostic

NOTES:

- Don't expect new sales from your salesperson until the 5th month. This is based on them getting to suspects early in their employment
 - Months 2 to 5 are earmarked for:
 - Activities to produce sales
 - Regular forecast review meetings
- Ongoing evaluation of Sales person

DEFINITIONS:

- **Quota Run Rate:** Simply a 12-month goal for the salesperson. For example, if the 12-month goal is \$1.2M, the QRR is calculated as $1.2M/12 \text{ months} = \$100K/\text{month}$ (This can be taken as a minimum baseline figure).
- **Draw:** Draw for the first 3 months is recommended (as shown above), which from a motivational standpoint, the salesperson is not required to pay back. Should there be Draw *after* this period, the salesperson should be required to pay it back to the company.

When to terminate a salesperson:

- If you can tell early on that the fit with the balance of your team is off, terminate immediately
- If activities are too low after anytime within the 3 months, terminate the individual.
- If there are no new sales after 8 months, terminate the individual.
- Termination is never fun, but it is better early than late for both parties.
- For help on Hiring the RIGHT person refer to Salesworks document