

The purpose of the Sales & Marketing Onboarding Program is to give you the things you need to ramp-up quickly and effectively in your new role.

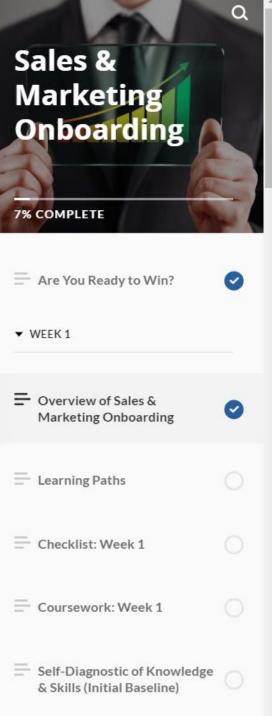
Objectives:

- To immerse you in the company's brand and culture from the first moment you join the company.
- To provide the road map for learning the necessary knowledge, skills, processes, methodologies, tools, systems, and resources that will enable you to be successful in your new role.
- To ensure a consistent approach to onboarding.

Sales & Marketing Onboarding **7% COMPLETE** Are You Ready to Win? ▼ WEEK 1 Overview of Sales & 0 Marketing Onboarding = Learning Paths = Checklist: Week 1 Coursework: Week 1 Self-Diagnostic of Knowledge & Skills (Initial Baseline)

Kick Off Message





What You Will Learn

Welcome aboard and we are glad you're part of the team! Over the course of the next several weeks and months, you will develop your competency in the following areas:

Who We Are	+
What We Do	+
How We Sell	+
What Makes Us Different	+



Learning Paths

Checklist: Week 1

Coursework: Week 1

 Self-Diagnostic of Knowledge & Skills (Initial Baseline)



MONTH 1 MONTH 2 MONTH 3

During your first 30 days, you will be developing a baseline level of knowledge of who we are, what we do, and how we do it.

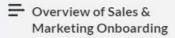
This includes acquiring knowledge about our: company, business and industry, products, customers and/or partners, sales & marketing processes, methodologies, tools, systems, and support.





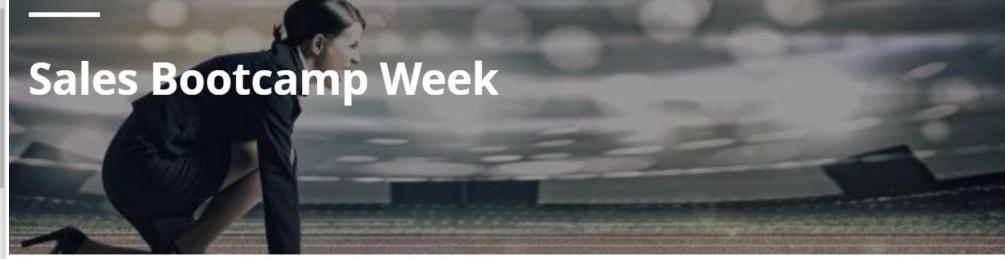


▼ WEEK 1





- Learning Paths
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- Checklist: Week 1
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Throughout the year we will host Sales & Marketing Bootcamp Week. This is a full week of inperson classroom training, seminars, and meet-and-greets. Bootcamp is typically once a quarter, however this can vary depending on demand.

The overall goal of bootcamp week is to provide you with the foundational knowledge and skills you need to be successful. You will be notified once the next bootcamp week has been scheduled. Expand the sample bootcamp schedule below to get an idea of how it works.

+

Sample Bootcamp Schedule







▼ WEEK 1





- = Learning Paths
- Checklist: Week 1
- Coursework: Week 1
- Self-Diagnostic of Knowledge & Skills (Initial Baseline)

Certification



Throughout the onboarding program, you will be working towards and achieving **Sales Onboarding Certification**. There are three levels of certification you can obtain during the onboarding program:

Level 1 Certification (Know)	+
Level 2 Certification (Demonstrate)	+
Level 3 Certification (Execute)	+







▼ WEEK 1





= Learning Paths





Coursework: Week 1

Self-Diagnostic of Knowledge & Skills (Initial Baseline)

Your role determines which level of certification you will need in order to graduate from Sales & Marketing Onboarding. Click on each job role below to learn more about the level of certification required to graduate:

Sales Professional (Direct Sales)



Partner Sales (Indirect Sales)

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Marketing, Sales Support, & Leadership

