

Sales & Marketing Onboarding

[START COURSE](#)

[DETAILS](#) 



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.



Kick Off Message



Are You Ready to Win? ☒

▼ WEEK 1

Overview of Sales & Marketing Onboarding ☒

Learning Paths ☐

Checklist: Week 1 ☐

Coursework: Week 1 ☐

Self-Diagnostic of Knowledge & Skills (Initial Baseline) ☐



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☰ Checklist: Week 1 ☐

☰ Coursework: Week 1 ☐

☰ Self-Diagnostic of Knowledge & Skills (Initial Baseline) ☐

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	+



What To Expect In Your First 90 Days



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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.



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Sales Bootcamp Week

Throughout the year we will host Sales & Marketing Bootcamp Week. This is a full week of in-person 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





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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)	+



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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)

Click to flip 

Partner Sales
(Indirect Sales)



Marketing, Sales
Support, &
Leadership

