

MORE THAN A NEW HIRE. A FASTER START TO SALES SUCCESS.

Professional Sales Onboarding & Development - A Value-Added Recruitment Offering

Hiring the right salesperson is only the first step. This structured onboarding program gives the successful candidate practical tools to build credibility, understand the territory, develop customer relationships and create solutions from the beginning.

BUILD

professional credibility

PLAN

territories & accounts

CONVERT

opportunities into business

CORE TRAINING MODULES

Professional Salesperson First impressions, appearance, knowledge, people skills, honesty and integrity - the four foundations of credibility.

Discovery & Questioning Open-ended, reflective and closed-ended questions to uncover current situations, desired outcomes, problems and challenges.

Listening Skills Active listening, clarification, note-taking and recognizing verbal and non-verbal buying signals.

Territory Management Customer segmentation, territory mapping, five-grid coverage planning, appointments and disciplined call reporting.

Customer Profiling True potential, buying cycles, motivations, fleet knowledge, decision makers, influencers and competitor relationships.

Account & Conversion Planning Turning customer knowledge into a deliberate strategy, next actions and a plan to win targeted business.

Value Selling & Cold Quotes Proactively identifying needs and connecting product knowledge to customer-specific business value.

Negotiation & Closing Preparation, concessions, objections, buying signals, trial closes and confidently asking for the business.

THE PROFESSIONAL HABITS WE REINFORCE

- ✓ Work hard - but work smart
- ✓ Always answer your phone and respect the customer's time
- ✓ Ask questions, listen and show genuine interest
- ✓ Always be developing a solution
- ✓ Make the buying process enjoyable
- ✓ Do what you said you would do
- ✓ Do not over-promise - over-deliver
- ✓ Complete call reports and follow through
- ✓ Know your products, competitors and industry
- ✓ Exceed customer expectations

PRACTICAL FIELD TOOLS

- Territory Management Strategy
- Customer Profile
- Account Plan
- Conversion Strategy
- Call Planning & Call Reports
- Cold Quote Preparation
- Negotiation Preparation
- Closing Self-Check

WHAT THE EMPLOYEE SHOULD LEAVE WITH

- ✓ A clear understanding of what professional selling looks like
- ✓ A repeatable approach to customer discovery
- ✓ A structured method to organize and cover a territory
- ✓ Better understanding of customer potential and buying behaviour
- ✓ Greater confidence in handling objections and negotiation
- ✓ A solution-selling mindset focused on customer value
- ✓ Clear expectations for follow-through and personal accountability

WHY INCLUDE IT WITH A SALES RECRUITMENT?

A successful placement should be more than filling a vacancy. Adding structured onboarding helps bridge the gap between recruiting the right person and helping that person become a productive, customer-focused member of the sales team.

THE OBJECTIVE

Accelerate the new salesperson's transition from candidate to professional territory manager, trusted customer resource and confident solution seller.

RECRUIT THE RIGHT SALESPERSON. GIVE THEM THE TOOLS TO SUCCEED.