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BEST PRACTICES FOR SALES ONBOARDING

In the RAIN Group Center for Sales Research's recent study of 223 sellers and sales leaders about their experiences with sales onboarding, we found a massive disparity in how well onboarding programs prepare new sellers to succeed in their roles.

And this is the primary goal of an onboarding program!

Organizations with effective onboarding are **6.3X MORE LIKELY** to prepare their new sales hires to succeed.

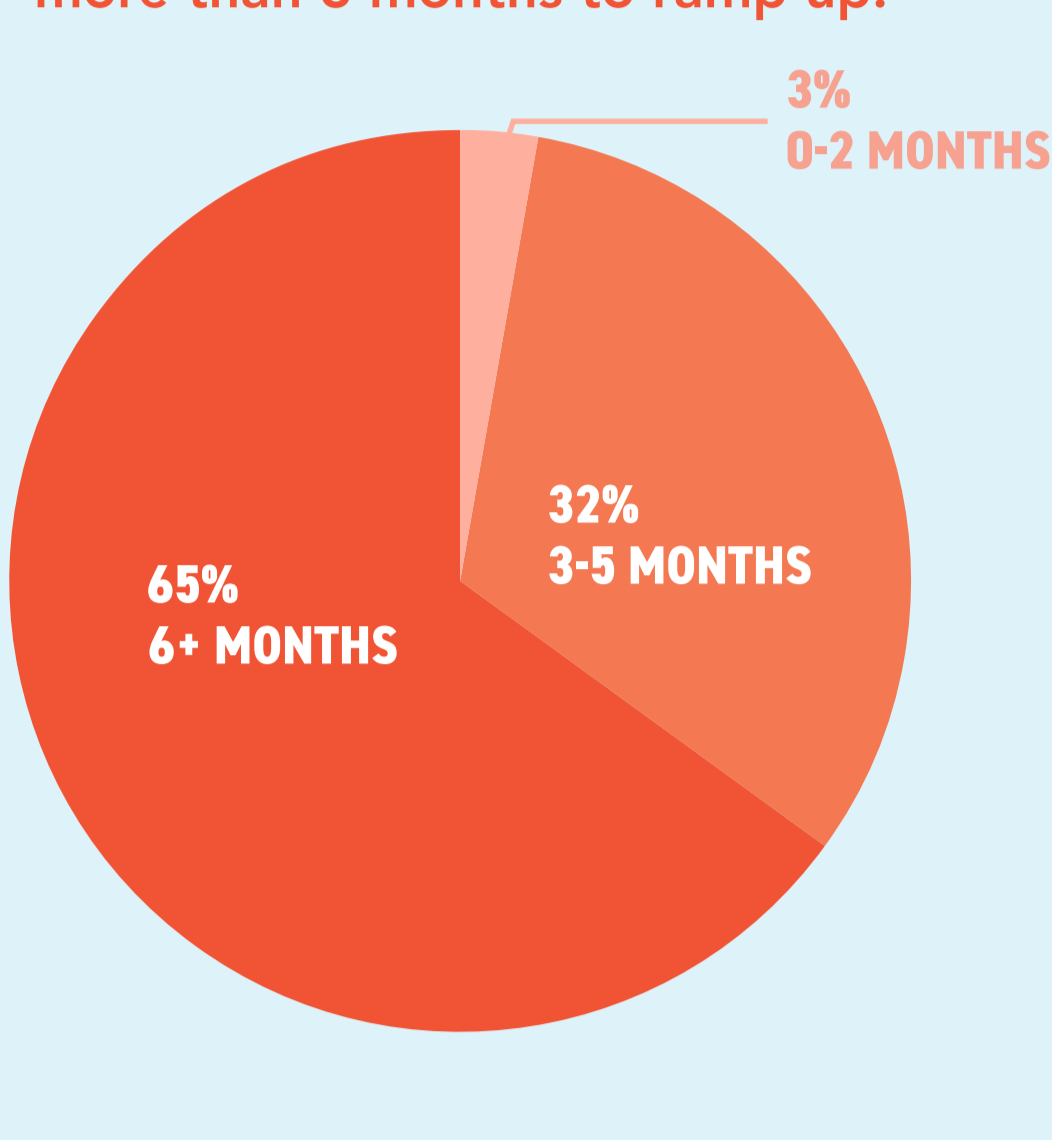


SOUNDS PRETTY GOOD, RIGHT? NOT SO FAST!

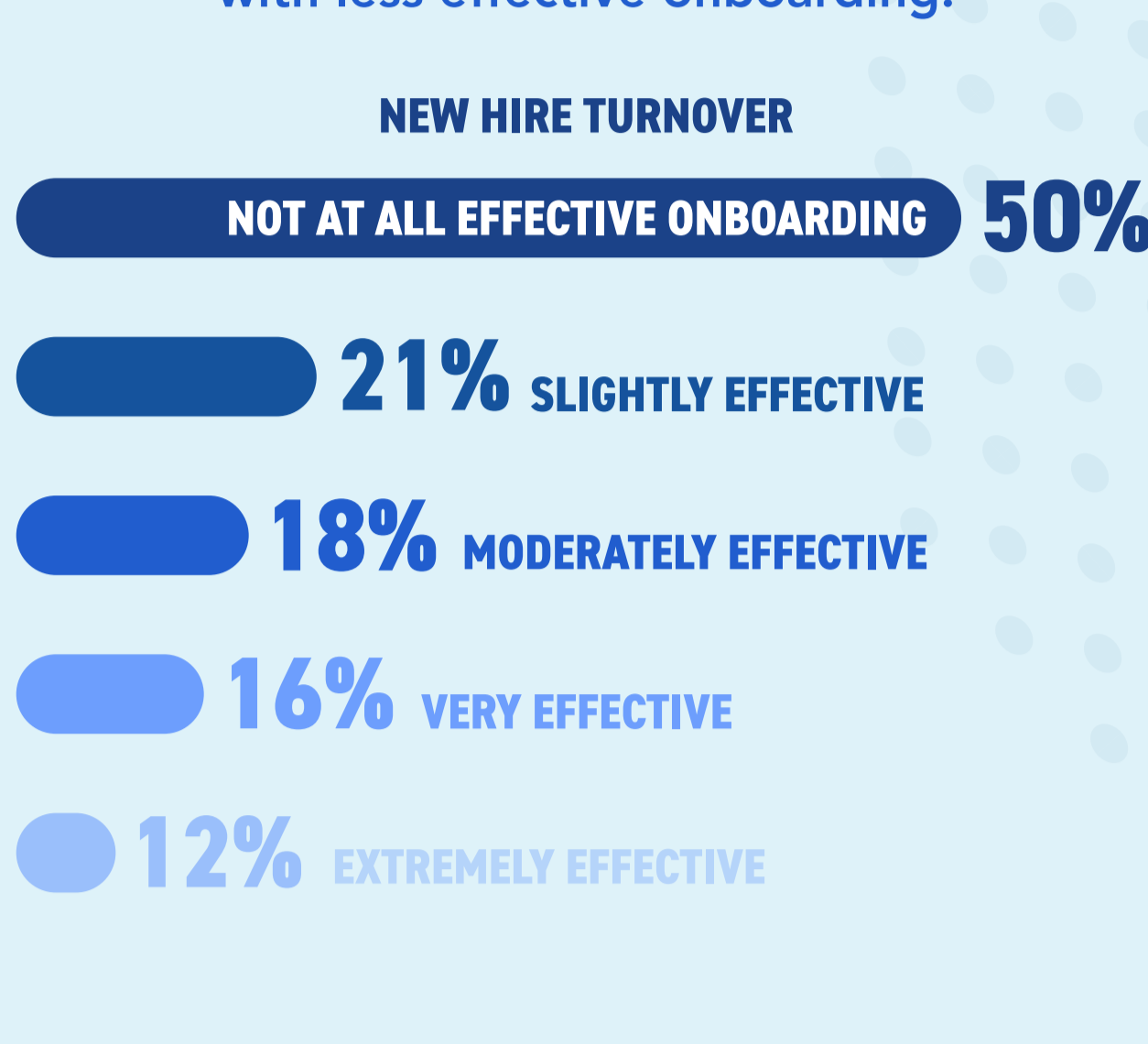
ONLY 35% of survey respondents rate their onboarding programs as *extremely/very effective*.

Most sales professionals say their onboarding isn't effective and that sellers aren't being adequately prepared for their new roles.

Organizations with less effective onboarding see their new sellers take more than 6 months to ramp up.



Average new hire turnover is significantly higher at organizations with less effective onboarding.



It's clear: ineffective onboarding creates a huge hurdle for sales leaders to overcome, both with managing their people and achieving revenue goals.

SO WHERE SHOULD YOU FOCUS FOR THE BEST RESULTS?

1 IMPROVE TRAINING ON YOUR COMPANY'S SALES PROCESS AND METHODOLOGY

51% of sales organizations don't have a defined sales process

77% of respondents don't highly rate training on sales process and methodology

-11 point lower average win rate for companies without a consistent sales process

#1 KEY DRIVER OF EFFECTIVE ONBOARDING

2 EMPHASIZE TEAMWORK AND COLLABORATION

61% of the most effective onboarding programs encourage new hires to work and collaborate with their new teams

3 PROVIDE COACHING TO IMPROVE SALES PERFORMANCE

52% of the most effective onboarding programs provide coaching that improves performance

4 ENSURE MANAGERS HAVE A ROLE IN ONBOARDING

53% of the most effective onboarding programs give managers an important role in the onboarding process

5 CREATE A CULTURE OF SUPPORT FOR NEW HIRES

The most effective onboarding programs are **4.3X MORE LIKELY** to ensure new hires feel supported in their roles

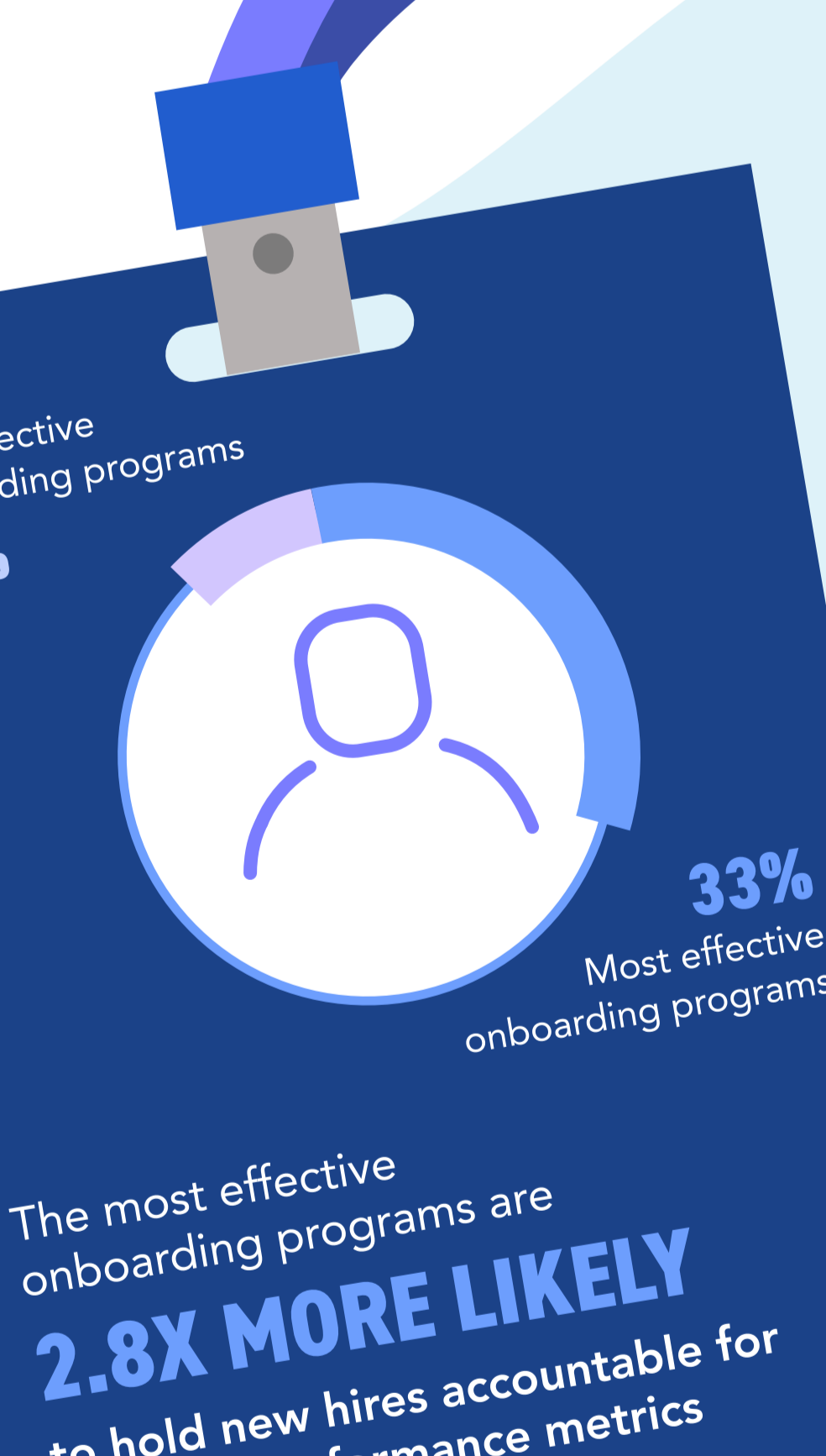
6 COMMUNICATE PERFORMANCE EXPECTATIONS AND GOALS

The most effective onboarding programs are **3X MORE LIKELY** to clearly communicate performance expectations, goals, and metrics to new hires

7 TRAIN ON THE SALES TECHNOLOGY TOOLS YOU USE

The most effective onboarding programs are **3X MORE LIKELY** to provide strong training on the sales tools used (e.g., CRM, lead generation software, sales enablement platforms, etc.)

8 HOLD NEW HIRES ACCOUNTABLE



9 USE A COMBINATION OF VIRTUAL SELF-STUDY AND INSTRUCTOR-LED ONBOARDING

86% of the most effective onboarding programs use a combination of virtual self-study and instructor-led training to onboard new hires

10 EXPECT EFFECTIVE ONBOARDING TO TAKE TIME

60% of the most effective onboarding programs last 1-6 months

11 USE THESE ELEMENTS IN YOUR ONBOARDING PROCESS

The most effective onboarding programs:

- 68%** Mentor new hires using an experienced seller
- 67%** Give feedback to new hires on a regular schedule
- 66%** Use simulations and role plays
- 66%** Use knowledge checks and quizzes
- 64%** Use activities and exercises
- 60%** Encourage shadowing other sellers or team members
- 44%** Match new hires with an onboarding partner or buddy

DESIGN AN ONBOARDING PROGRAM THAT WORKS

Total Access gives you training modules, videos, tools and assets, Train the Trainer and Train the Coach, learning journeys, and more to deliver onboarding on your schedule across multiple modalities. Adopt a consistent method and language across teams and support your new hires with award-winning sales training.

[Learn More](#)