

# TALENT ACQUISITION & NEW HIRE TRAINING

## Talent Assessment

- Leverage 3<sup>rd</sup> part personality profiles and a standardized sales profile framework in concert with HR

## New Hire Training (NHT)

- Implement a comprehensive six week sales onboarding program with role specific onboarding tracks
- Leverage talent review checkpoints to monitor and assess progress
- Build quarterly in person NHT, KPIs etc. for BIC new hire experience

## Sales Certification

- Adapt NHT training/assessments into sales certification for existing reps

# NEW HIRE TRAINING PROGRAM DEVELOPMENT

## Frame

- Develop 6 week Role based Curriculum
- Determine delivery method (marketo, workday etc.)

## Develop

- Build additional eLearning materials to scale the program and ease burden on trainers
- Develop in person curriculum
- Automate app onboarding etc.

## Measure & Iterate

- Institute assessments and NH KPIs
- Implement into LMS

# PRODUCT SALES TRAINING ASSETS

- **Sales Playbook Template (Complete)**
- **Battle card** – Key Value Props, client pain points, target customers, competitive differentiators etc. at a glance **(Complete)**
- **Competitive Sell Sheet** – In depth breakdown of RMS solution relative to a competitor including trap setting questions **(WIP)**
- **Customer Qualification Guide** - Discovery questions/objection handling **(WIP)**
- **Customer Facing Pitch Deck Template (Complete)**
- **Data Sheet/Brochure (WIP)**
- **Technical Documentation (Complete)**
- **Proposal Template – (WIP)**
- **Win Stories** - Customer reference if possible or internal only win story **(WIP)**
- **Slack** – Where to go for ongoing Q&A (Not Started)
- **Post Training materials**
  - Training recording, PPT, CMS etc.
  - Demo environment with walk through guides