



**SALES
MANAGEMENT
ASSOCIATION**

BEST PRACTICES IN SALESPERSON ONBOARDING AND ENABLEMENT

Presented by :

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OUR PRESENTERS



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**Executive Director, Sales
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Abstract white line art on a red background, consisting of several overlapping, tilted rectangular outlines that create a sense of depth and architectural structure.

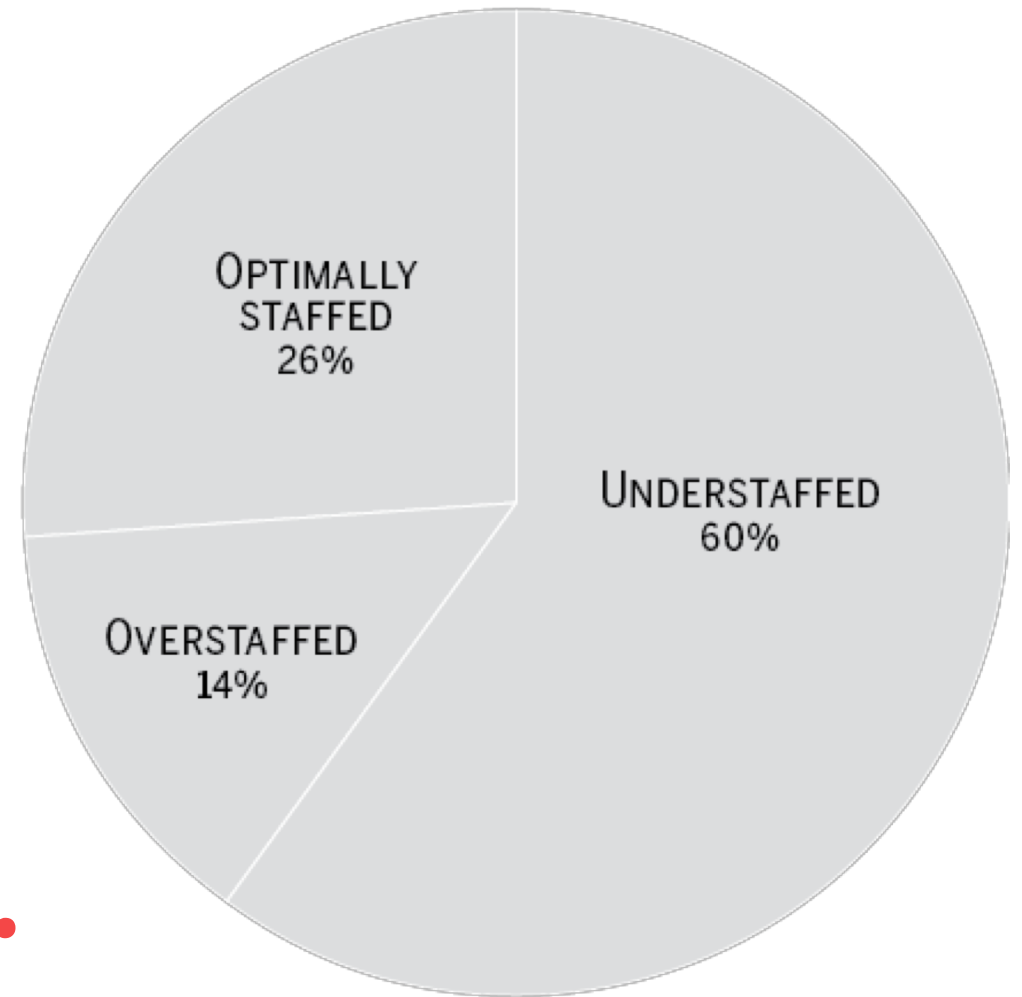
**Perhaps you
noticed?...**

The State of Sales Force Staffing

*There aren't
enough
salespeople in
most firms.
Just 26% are
optimally staffed.*

SALES STAFFING LEVELS

PERCENTAGE DISTRIBUTION OF FIRMS



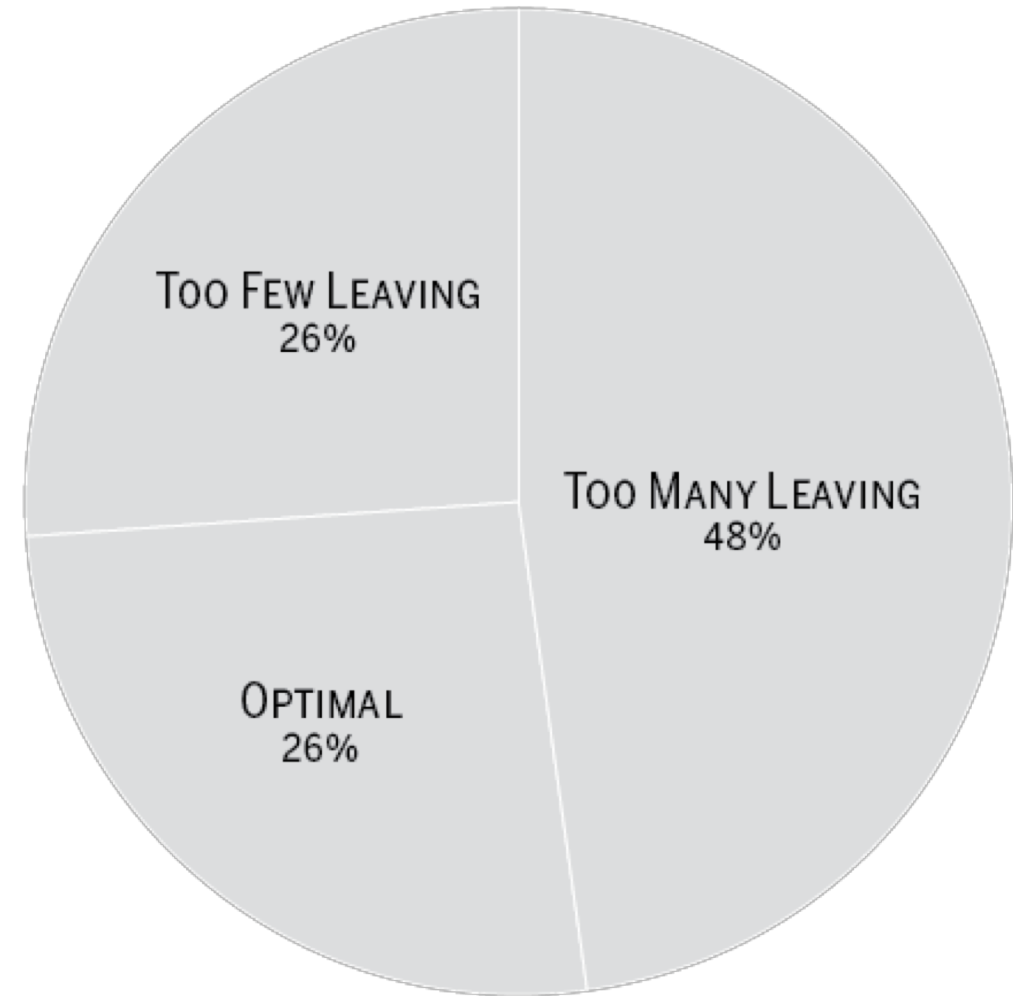
N=139 FIRMS



*Too many
(or too few)
are leaving
the sales
force.*

SALES ORGANIZATIONS' SALESPERSON TURNOVER LEVELS

PERCENTAGE DISTRIBUTION OF FIRMS



N=141 FIRMS



The average firm replaces more than 25% of its sales force each year...

... investing, on average 10 weeks of training and development time per new hire...

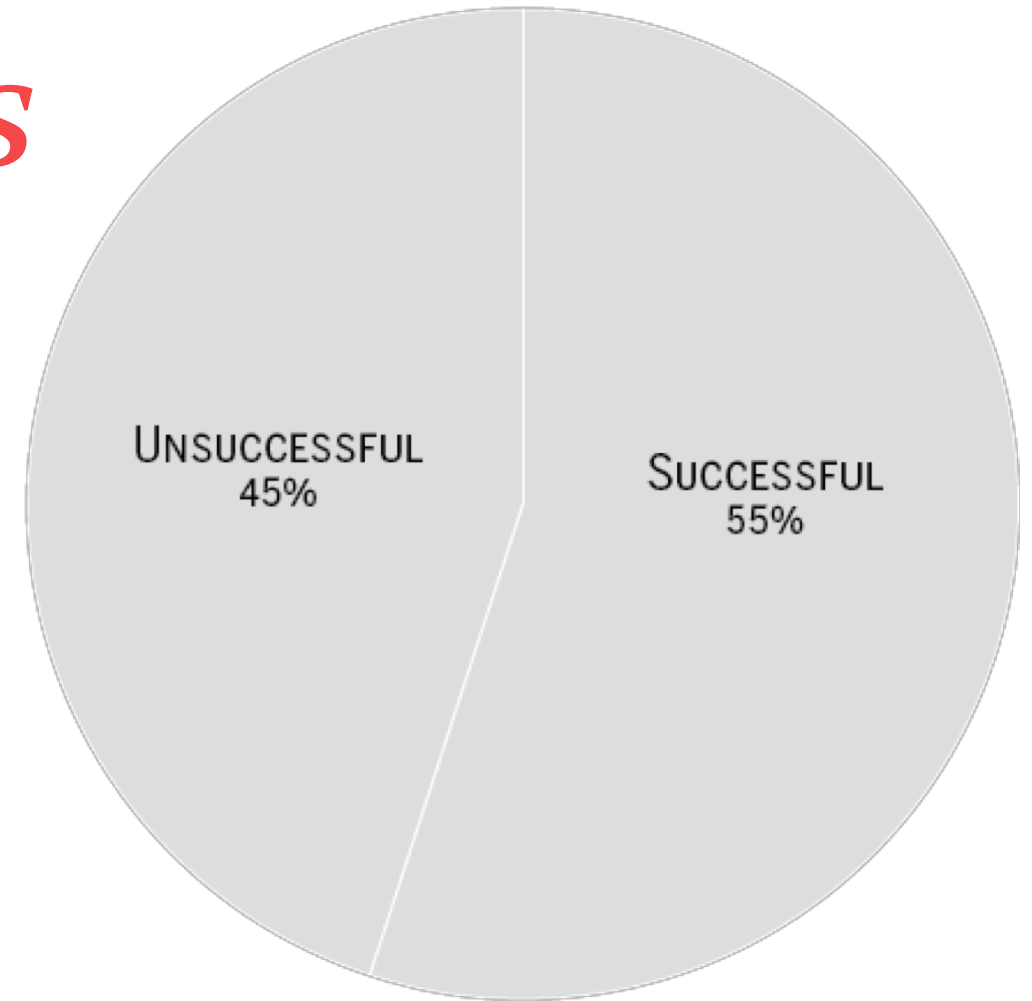


... and waiting, on average, 11 months for a new hire to be considered successful...



*... which happens
with the
approximate
regularity of a
coin flip.*

NEW HIRE SUCCESS RATE AFTER 24 MONTHS
PERCENTAGE DISTRIBUTION OF FIRMS



N= 112 FIRMS AND 7,808 NEW HIRE SALESPEOPLE





*What is your
organization's
approach to
onboarding?*



*Is onboarding's
importance
changing?*



*Have you quantified
the impact of
onboarding
effectiveness?
(How?)*

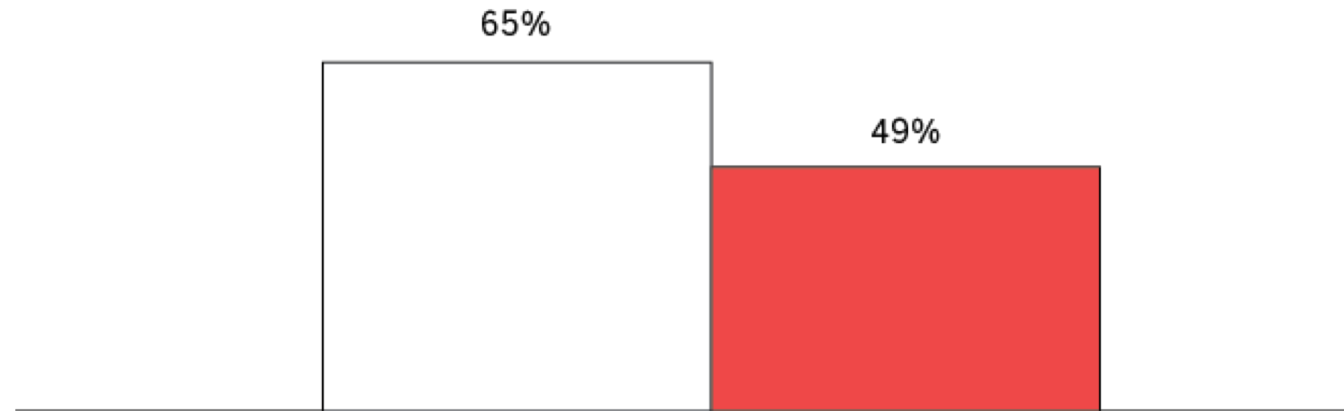
Effective Onboarding's Impact

Onboarding Improves New Hires' Odds

SALESPERSON ONBOARDING EFFECTIVENESS AND NEW HIRE SUCCESS RATE

NEW HIRE SALESPERSON SUCCESS RATE AFTER 24 MONTHS, FIRM AVERAGE

- FIRMS WITH EFFECTIVE SALESPERSON ONBOARDING
- FIRMS WITH INEFFECTIVE ONBOARDING



N=84 FIRMS AND 2,298 SALESPEOPLE ONBOARDED



Higher Success Rates Reinforce Faster Success Rates

ONBOARDING SUCCESS RATE AND TIME-TO-SUCCESS

% SAMPLE (FIRMS)	NEW HIRE SALESPERSON SUCCESS RATE	AVERAGE TIME TO SUCCESS IN MONTHS (SUCCESSFUL PEOPLE)
16%	BELOW 50%	12.1
53%	50 TO 74.9%	11.8
32%	75% OR MORE	8.6

N=94 FIRMS AND 5,450 SALESPERSONS ONBOARDED



Turnover: Onboarding Not a Solution, But a Problem Upgrade

SALESPERSON ONBOARDING EFFECTIVENESS AND SALES FORCE TURNOVER

PERCENTAGE OF FIRMS





Can you isolate one or two best practices related to enablement and/or onboarding?



*How does your
organization
"enable"
salespeople?*



*Can you share one
unaddressed
challenge related
to onboarding?*

Q & A

PLEASE BE SURE TO SPEAK INTO THE MICROPHONE. WE'RE RECORDING!



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Sales Force Productivity Conference
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