



mindtickle

# 5 Must-Haves for Any Sales Everboarding Strategy

Stay at the top of your game in the ever-changing sales landscape by always being up-to-date

Anyone working in sales knows that being up-to-date is critical to staying at the top of your game. Onboarding is important for getting a rep educated and ramped up, but the ever-changing sales landscape calls for more than that. Enter sales everboarding.

This approach looks at learning as an ongoing journey, rather than a “one-and-done” exercise. But many organizations still struggle with how to blend their onboarding and ongoing learning programs in a way that creates an engaging experience for sellers.

We put together this checklist to help you understand the five key components of an everboarding strategy and what exactly goes into each.

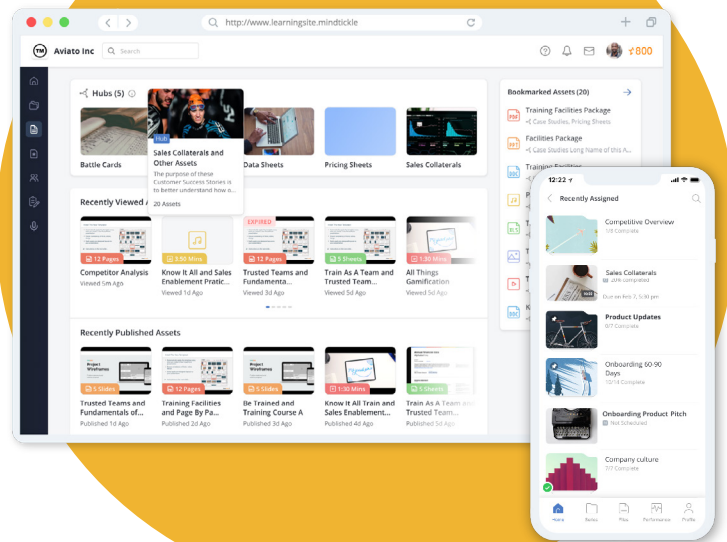
## 1. An onboarding program that sets the tone for continuous learning

Fostering a culture that’s committed to sales everboarding starts during onboarding. Reps should go into the process knowing there isn’t an end date when it comes to learning at your organization. Instead, sellers should approach sales readiness as a continuous pathway to their success.

During the onboarding phase, ramp time should be fluid based on your organization’s strategic goals during that particular time of year or your stage of growth. But the most important thing is to not get stuck on the traditional 30, 60, and 90-day plans typically set out for sales reps, and instead start setting the groundwork for the core skills they’ll foster over time.

Here’s what we recommend ensuring your onboarding program includes in order to successfully transition into a sales everboarding model:

- ❑ Map sales process and activities to sales competencies and capabilities
- ❑ Be intentional about every lesson you incorporate into your onboarding activities
- ❑ Outline a timeline for initial onboarding program and stick to it
- ❑ Focus onboarding content on selling – and de-prioritize other skills or knowledge areas that can be developed over time
- ❑ Get sales management buy-in
- ❑ Use micro-learning, scenario-based activities, and spaced reinforcements to start getting reps accustomed to these learning models (We'll share more on these later in this checklist!)

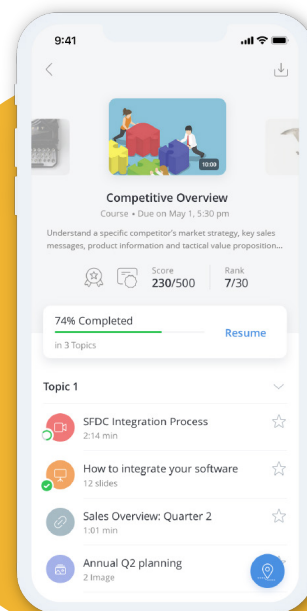


## 2. A defined set of goals

The second most important thing your sales everboarding strategy must include is defined goals. It's one thing to commit to a culture of continuous learning, but what exactly do you want reps to gain from it?

To do this, think about your overall business outcomes and how you can develop seller competencies to accomplish them. You may decide to establish two sets of goals: one for the skills and criteria all your reps should possess, and another for performance-based outcomes that directly influence your bottom line.

When it comes to setting goals for what reps should learn from your sales everboarding program, these are a good place to start:



- Strong knowledge of product offering, market share, and competitors
- Understanding and use of consistent product messaging
- Is able to narrate pitch deck
- Limits using filler words on sales calls
- Asks the appropriate discovery questions
- Follows your organization's sales methodology
- Adept at objection handling

And as you start to think about more performance-based goals, other businesses typically think about the following:

- Quarterly sales quotas
- Competitive win rates Average deal sizes
- Pipeline creation
- Accurate deal forecasts

### 3. The right delivery methods to keep sellers engaged

Sometimes, the medium is just as important as the message. And that's especially true when it comes to delivering information to sales reps. When you've committed to a sales everboarding approach, varying the way you deliver information to reps depending on the content helps with getting them to actually consume it and engage with it.

Microlearning modules serve as a great way to provide quick and digestible content updates, whereas instructor-led training sessions or courses are a good way to deliver more in-depth information like product rollouts, new messaging, or skills development. Some brief updates are best delivered through quick, digestible mobile notifications.

Some examples of ways to impart information on reps using a sales everboarding model include:

- Microlearning**
- Spaced reinforcements**
- Instructor-led training (ILT)**
- One-on-one coaching**
- Live and team sales contests**

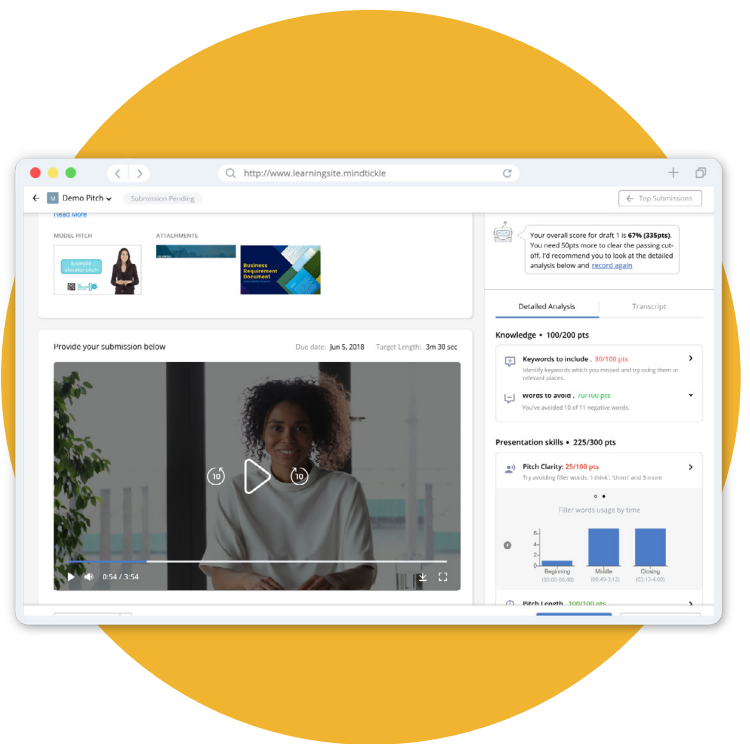
Other ways that you can keep reps engaged with your content include things like:

- Leaderboards to compare scores**
- Video role-plays to get reps practicing what they're learning**
- Immediate AI insights so sellers can practice their skills without waiting on feedback from their managers**

## 4. Ongoing reinforcement exercises

The [Ebbinghaus Forgetting Curve](#) hypothesizes that humans forget about 50% of new information within an hour and 90% after 30 days. That's what makes reinforcement a must-have when it comes to executing your sales everboarding strategy.

Setting goals and finding creative ways to deliver information is one thing, but implementing tactics to get sellers to actually retain what they're learning is crucial. As you build out your sales everboarding strategy, think of ways you can get reps to recall and practice what they've learned. The best part is, if you're using a [sales readiness platform](#), you'll be able to easily pull insights on these exercises to see how your team scores.



Some ideas for reinforcement exercises to include in your strategy are:

- Quizzes
- Pitch practice
- Video demos
- Email and task-based role-plays
- Certification programs

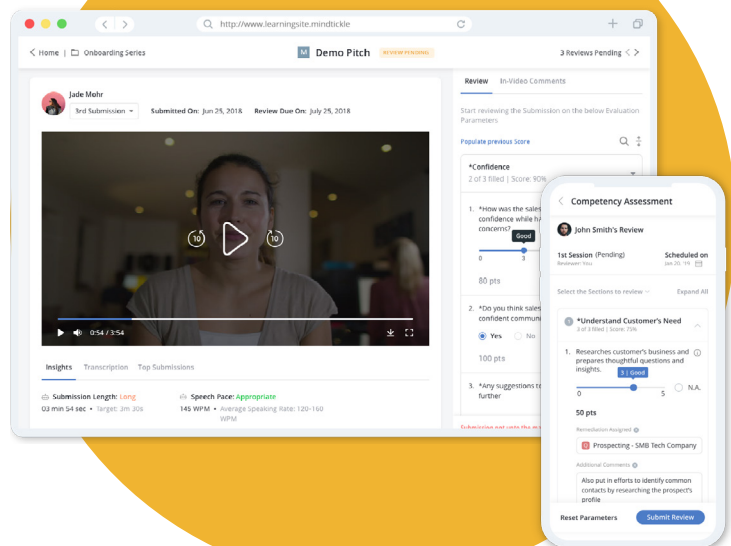
## 5. Data-driven coaching

We all know that one-to-one coaching is a crucial part of learning, and sales everboarding is no exception. In a perfect world, sales managers would be able to dedicate lots of one-on-one time to each seller to identify their unique areas for improvement. But with busy schedules, growing teams, and reps spread across time zones, it can be tough to give each rep the individualized coaching they need without the proper tools in place.

By using a sales readiness platform that automatically tracks sellers' performance insights, managers can easily spot which individuals need coaching and where. It also gives managers the opportunity to recommend specific reinforcement exercises we mentioned in the previous section.

Some of the knowledge areas that managers might track in order to gauge their team's everboarding success include:

- Product knowledge
- Specific selling skills
- Selling behavior
- Messaging consistency
- Technology skills
- Competitive knowledge
- Sales process



## Implementing the winning formula

While a sales everboarding strategy will look different at every organization, the must-have components are always the same. It starts with an initial onboarding program that will challenge your reps to rethink the way they've been approaching on-the-job learning. You also have to have a set of goals in place to be able track your everboarding success against, and the right delivery methods to keep your sellers interested. Finally, with ongoing reinforcement exercises and by taking a data-driven approach to coaching conversations, you'll find it easy to keep your reps honest and encourage them to participate in your everboarding program.

Whether you're looking to kick off everboarding as a new initiative or blend your existing on-the-job learning programs into one, following these five steps is a surefire way to get your team adapting in no time.