



How to use the 30-60-90 Day Sales Plan

The 30-60-90 day sales plan is a three-month strategy for training new sales reps successfully. To make the new hire onboarding process more accessible, look into using a new Template.


According to this plan template, the team leader can set goals and steps for each work period of the new sales rep. Use the lines to make sure your strategy is as well-thought-out as possible.



30 Day Plan


Learn

Success in the first 30 days is completing the onboarding and training procedure. In this step, a new sales rep learns everything about the new company, its products, and its clients. As a team leader, you need to show the mission statement and goals of the company.

**Key priorities**

Identify the key tasks for this period.
As this is the beginning of a journey, sales reps need to focus on learning.

1. Break down the details about your company, values, and culture through a library of videos detailing the latest core company goals and objectives.
2. Research with sales reps of the company's products and services.
3. Help to complete competitor analysis.
4. Provide access to sales/sales enablement systems & tools.
5. Allow talking with sales team members to understand roles and the team dynamic.
6. Provide help with the analysis of the target audience and market.
7. Ask new reps to review some examples of contracts to learn your company's business terms.

**Action Plan**

Build a strategy for implementing these tasks.

- 1.
- 2.
- 3.

To succeed, a sales rep needs to (steps to success)

- 1.
- 2.
- 3.


The sales rep has succeeded if (success rates)

- 1.
- 2.
- 3.

60 Day Plan


Implement

In this step, a new sales rep starts implementing what he has learned and diving into the sales. The sales rep should understand the marketplace and products at a high level. The sales rep should know everything about the products. You have to help implement the new knowledge.

**Key priorities**

Identify the key tasks for this period.
Practice implementation of sales reps' knowledge.

1. Help to learn and gain insight from the best members of the sales team.
2. Gain experience interacting with potential customers.
3. Prepare sales reps for sales meetings using the sales meeting planner.
4. Help with setting sales goals.
5. Check that the sales rep identifies opportunities to support the continued sales efforts.
6. Review critical opportunities with the sales rep and align on the next steps.
7. Continue meeting with the sales rep to get his questions answered.

**Action Plan**

Build a strategy for implementing these tasks.

- 1.
- 2.
- 3.

To succeed, a sales rep needs to (steps to success)

- 1.
- 2.
- 3.


The sales rep has succeeded if (success rates)

- 1.
- 2.
- 3.

90 Day Plan


Optimize

In the third step, your new reps should understand the actions and results of the preceding step to identify losses and successes. The sales rep should refine the process wherever progress is needed and then turn attention to the future.

**Key priorities**

Identify the key tasks for this period.
Optimize sales reps' work activities.

1. Continue reviewing critical opportunities with the sales rep and align on next steps.
2. Show and test with the sales rep new approaches and sales techniques.
3. The team leader should provide the sales rep with continued feedback.
4. Establish a daily schedule that is consistent with the company's activities.
5. New sales reps can make sales calls on their own to the opportunities they've been reaching out to.
6. Help to discover new opportunities to support sales efforts and improve sales enablement.

**Action Plan**

Build a strategy for implementing these tasks.

- 1.
- 2.
- 3.

To succeed, a sales rep needs to (steps to success)

- 1.
- 2.
- 3.

The sales rep has succeeded if (success rates)

- 1.
- 2.
- 3.