



An eBook for you by ringDNA

THE 6 WEEK SALES NEW HIRE SUCCESS PLAN

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Ramp to Revenue Glossary

There are a few terms we use throughout this book that don't have clear definitions. If you are new to the sales development space, these explanations may be helpful:

SDR – SDR stands for sales development representative. This generally refers to an inside sales professional whose sole responsibility is scheduling meetings with prospects for an account executive team.

Sales enablement tool – a sales enablement tool is a platform a sales team uses to automate away busywork and data entry and optimize their workflows for selling. If you are in the market for a sales enablement product, we hope you consider ringDNA!

Demo – this is a common term used to describe a product demonstration for a sales prospect who is not yet a customer.

Sequence – a sequence is a prescribed series of sales actions. These actions are a mix of automations (such as emails or SMS text messages) and rep-initiated actions (such as outbound calls or social media interactions).

KPI – KPI stands for key performance indicator, which is a metric that demonstrates how close a business function is to its target.

Getting Started

Congratulations – by reading this ebook, you are investing in something incredibly important to meeting your team's goals.

You may have seen it firsthand, or you at least have some intuition that investing in onboarding your team is a smart way to build a competitive advantage, both because it improves every aspect of a sales development representative's employment

experience & productivity, and because some businesses, in their nearsighted approach, overlook the long term impact of investing time and energy into their entry-level sales hires.

Getting Started

As a brief review – let’s look at a couple of thoughts about onboarding that may surprise you:

- Only 37% of companies extend their onboarding processes beyond a month.
– [Aberdeen](#)
- Effective onboarding services measurably improves quota attainment
– [CSO Insights](#)

We would highly recommend building a more robust set of KPIs to measure your SDRs with which we talk about in [this book](#).

For the book you are currently reading, we wanted to focus on the structure that you need to follow to get an SDR ramped up to full revenue in 6 weeks.

Foundations



The first week is all about assimilating into your high-performance culture and establishing the building blocks for deep talk track development in weeks 3-4.

If your SDRs can establish a solid understanding of how important high performance is and how you have intentionally structured their first 2 months to kick off their career and learn that they are not being thrown to the wolves, you are building a solid motivational foundation.

The most important element of week 1 is the comp plan review. This is where you establish the sales development north star and set priorities.

This is where they learn about their core, most crucial goals, what you value the most, and why you compensate for what is expected of them.

Foundations



Product & Company Training	Sales Development Role-Specific Knowledge	Skill Development	Business Acumen	Culture Assimilation	Productivity KPIs
<p>Basic product training</p> <p>Company training - mission, vision, value prop, target market</p> <p>Watch a demo</p>	<p>Observe senior SDR sales enablement tool workflow</p> <p>Sequence overview</p> <p>Review comp plan and reasoning behind its structure</p>	<p>Basic pitch crafting</p>	<p>Market position training</p> <p>Buyer personas</p>	<p>Meet the team</p> <p>Shadow senior SDRs</p>	<p>0% Call volume</p> <p>0% Email volume</p> <p>0% Quota</p>

Boot Camp

with a Taste of Prospecting



Week 2 kicks off the in-conversation skill development that will be so pivotal to making sure your SDR sees success in Month 2.

Without this heavy emphasis in the second week on the opening question, refining the pitch established in week 1, and actively role playing those conversations, new SDR development will run behind.

Left to their own devices, SDRs will never quite get the pitch and opening/transition question smooth, or worse, create each conversation and call ad-hoc. This is rarely a pattern for success.

Week 2 is your opportunity to remove any chance of your new hires going off the rails early.

Boot Camp



Product & Company Training	Sales Development Role-Specific Knowledge	Skill Development	Business Acumen	Culture Assimilation	Productivity KPIs
<p>Intermediate product training</p> <p>Watch live demo(s)</p>	<p>Guided or hands-on sales enablement tool training</p> <p>Pre-record voicemail drops</p> <p>Familiarize with sequence emails & write custom emails as</p>	<p>Question development – opening transition question key</p> <p>Role-play: pitch & opening question</p> <p>Listen to all calls in best practice call recording library</p> <p>Skill masterclass: sales emails and voicemails</p>	<p>Quiz on buyer personas</p> <p>Market-specific business acumen training</p> <p>Reading assignment: Company Blogs</p>	<p>Peer coaching with senior SDRs</p>	<p>40% Call volume (to old leads that have gone cold)</p> <p>0% Quota</p>



Thrown to the Wolves

with a Good Question Strategy

Week 3 continues the heavy emphasis on skill development that you started on week 2. At this point, it is time to scale your SDR's call volume up to 80% and introduce call prep.

Call prep is how you reinforce everything your new SDR learned when listening to all of the calls in your best practice call recording library. It means scheduling an hour block of time every day where, for every 5 minutes of outbound calling, the SDR is required to listen to 1-3 best practice call recordings – so the process follows:

- **Listen to 2 best practice call recordings**
- 5 minutes of dialing
- **Listen to 2 best practice call recordings**
- 5 minutes of dialing
- And so on...

This, along with the intense focus on question skill development, is how you short-cut the time it takes for an average person to start to learn conversation patterns that lead to an opening for your product.



Thrown to the Wolves

Product & Company Training	Sales Development Role-Specific Knowledge	Skill Development	Business Acumen	Culture Assimilation	Productivity KPIs
<p>Product briefing with product management team</p> <p>On-site with customer & watch all customer stories</p>	<p>Create time-block plan for calling</p> <p>Sequences turned on</p> <p>A/B test voicemail drops</p> <p>1 hour per day of call prep</p>	<p>Role-playing: questioning lines</p> <p>Role playing: opening question mastery</p> <p>Role playing: objection handling 101</p> <p>First call recording coaching</p> <p>Skill masterclass: questioning</p>	<p>Reading assignment: company blogs</p> <p>Continue market-specific acumen training</p>		<p>80% Call volume (to old leads with some warm leads)</p> <p>80% Email volume</p> <p>0% Quota</p>

First Signs of Life



By week 4, you have some metrics from the 80% activity volume in week 3, which is enough to start making some adjustments to how your SDR blocked their time, as well as how effective their voicemail recordings were.

The other pivotal resource you now have a supply of is the new SDR's own call recordings – week 3 allows ample time for feedback on these recordings from yourself,

other sales leaders in your organization, and ultimately the entire team.

For this reason, call volume is still throttled to 80% to leave time for these call recording reviews, but by the end of week 4, you should see the first fruits of your labor – if the SDR rigorously follows the call priming schedule, will should expect them to hit 20% of their monthly quota at this point.

First Signs of Life



Product & Company Training

Sales Development Role-Specific Knowledge

Skill Development

Business Acumen

Culture Assimilation

Productivity KPIs

Check call metrics against time block set previous week & adjust

Check results of voicemail drop A/B test & adjust

Continue 1 hour per day of call prep

Sales coaching on previous week's call recordings

Skill masterclass: productivity

Set up conversationAI saved search on skills

Continue market-specific acumen training

Public team feedback on best & worst call recordings

80% Call volume (cold calling & warm leads)

100% Email volume

20% Quota

Finding a Productive Groove



Week 5 is your SDR's first time at 100% call volume, and for that reason training activities are scaled back quite a bit. At this point, they should be finding their productive groove.

In week 5, you and your team leaders are spending less time one on one with the SDRs, which is why setting up the conversationAI saved search in Week 4 is critical. This saved

search will focus on whatever improvement areas you have identified for your new SDR, and will do the call recording listening for you rather than requiring you to listen to every single call recording.

This frees you up to focus on your next class of incoming SDRs or other areas of the pipeline that need attention.

Finding a Productive Groove



Product & Company Training	Sales Development Role-Specific Knowledge	Skill Development	Business Acumen	Culture Assimilation	Productivity KPIs
	<p>Review call metrics against time block adjustments from previous week & refine further</p>	<p>Review calls flagged by conversationAI keyword search</p> <p>Sales coaching on previous week's call recordings</p> <p>Skill masterclass: relating/rapport building</p>		<p>Public team feedback on best & worst call recordings</p>	<p>100% Call volume (cold calling & warm leads)</p> <p>100% Email volume</p> <p>55% Quota</p>

Graduation



Week 6 is your payoff week. If all of the refinements that you have put into place over the previous weeks have been executed, at this point you will know if you have genuine, coachable sales development representatives that you can rely on for the next 13 months.

If you build this kind of rigor and intentionality into your sales team culture, it is also highly likely that you will retain SDRs with better than industry average rates – incorporating the peer leadership elements at the beginning of the cycle, and calling

on your senior SDRs to coach and grow the novices is a sure-fire way to communicate that you are interested in their personal career growth for the long term.

If your new SDRs don't reach 100% productivity by week 6, this is your time to evaluate if they are indeed a strong fit for your team and minimize your exposure to continued upside-down cost-to-ROI laggards. Using this plan, you can be confident that you have given new hires every chance to reach 100% performance in the 6 week timeframe.

Graduation



Product & Company Training	Sales Development Role-Specific Knowledge	Skill Development	Business Acumen	Culture Assimilation	Productivity KPIs
		<p>Review calls flagged by conversationAI keyword search</p> <p>Sales coaching on previous week's call recordings</p> <p>Skill mastery: objection handling</p>	<p>Continue market-specific acumen training</p>	<p>Public team feedback on best & worst call recordings</p>	<p>100% Call volume (cold calling & warm leads)</p> <p>100% Email volume</p> <p>100% Quota</p>

Why ringDNA

Improve rep productivity, increase sales opportunities, and close more deals with the leading AI-powered sales engagement platform.




**Hewlett Packard
Enterprise**

296%

more sales
opportunities



100%

of sales activities
logged into Salesforce

cvent

13%

instant increase in
demos booked

TOP
RATED
FROM



AS
SEEN
ON



Drive Better Sales Outcomes



Prioritize

The perfect touchpoint
for every contact,
every time.



Engage

Every tool you need
to fuel smarter
sales conversations.



Optimize

AI-powered insights
to make every rep
a top performer.



Accelerate

Close more deals with
greater efficiency and
effectiveness.



Thank You

Check out more free resources at
ringdna.com/sales-strategy