

30/60/90 Sales Manager Progression Plan

30 Days

Understand

- ✔ Complete company-wide onboarding
- ✔ Understand company and team OKRs
- ✔ Familiarize yourself with the company's products/services
- ✔ Understand the target market
- ✔ Know what differentiates your product/service from the rest
- ✔ Research the competitive landscape
- ✔ Understand the current sales "plan"
- ✔ Get to know people on your team & from other departments

60 Days

Implement

- ✔ Introduce yourself to the key contacts
- ✔ Job shadow & compete role playing exercises with other sales leaders
- ✔ Add value to team discussions
- ✔ Start developing new leads
- Develop a higher level understanding of buyer personas
- Get acclimated with the company's sales tools (ie. CRM, Meeting tools, etc.)

90 Days

Optimize

- Develop relationships with key accounts
- Establish a daily schedule for prospecting & follow-ups
- Continuously gain feedback from peers
- Find areas to grow in your position based on feedback
- Close a few deals on your own
- Seek out ways to optimize the sales process
- Connect with your team

30/60/90 Sales Progression Plan Template

30 Days

Understand

60 Days

Implement

90 Days

Optimize

Overall Approach

Strategy

People & Culture

Functional Area
