

# 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