

The SDR Onboarding Program 2024

**A World-Class, Two-Week Onboarding
Program for SDRs and BDRs.**



Designed and delivered by Chris James



chris-james-84bb4116

chris@trainthesalestrainer.com

Welcome to the SDR Onboarding Program 2024 designed and led by Chris James.

The SDRs journey has changed. They are now researchers, explorers, and self-educators, – and it's significantly impacting the traditional sales onboarding process. They know if you are giving them the right help to be successful in 2024.

I know how difficult it can be to train new hires, especially for busy sales leaders like yourself who are also responsible for managing existing teams, meeting sales targets, and dealing with other day-to-day issues. You just can't do everything and be everywhere all at once.

The SDR Onboarding Program 2024, is an accredited twelve module sales skills program for new starters and experienced sellers who need to brush up on their sales skills.

The program will provide the SDR with:

- ① A Powerful step-by-step framework for enhancing your email and messaging content using the latest trends in Ai Chat GTP,
- ② A deep dive into your Ideal Customer Profiles (person + company), scaling relevance, and setting your ICPs search on LinkedIn Navigator,
- ③ A 2024 framework to develop deeper conversations that shift polarity so you can pull meetings from LinkedIn. It's a process to make LinkedIn and Sales Navigator come alive for your team.
- ④ A script for 2024, based on the SDRs personality in action. After spending the first morning bonding the team, we will design a Soft, Direct or Power script based on the SDRs personality, culture and audience.
- ⑤ A cutting edge sales methodology (SPICE – Situation, Pain, Implication, and Critical Event), which sits nicely with qualification tools such as MEDDPICC and BANT.
- ⑥ A thorough understanding of active listening skills, questioning skills, recognising implied needs and turning them into explicit needs, using open ended questions, and finding impact with two-sided questions,
- ⑦ The latest thinking in Objection Handling, Mindset, Tactics (Pause, Mirror, Label, Falling on your Sword and addressing the Elephant in the Room) and dealing with your most common objections.
- ⑧ A proven method for fighting off the competition by differentiating your value to the prospect, trap setting, and building a pain funnel to your value
- ⑨ An effective method for closing to the next stage of the sales process, linking value to the close, Push Closing, Pull Closing, and closing a call down,
- ⑩ Some of the most revolutionary and exciting science in the fields of psychology and neuro science helping the SDR to have the confidence to start cold calling. Living in the future and not the past.

The SDR Onboarding Program can be delivered in person at your offices or remotely.

Call +44 7447500278 | chris@trainthesalestrainer.com

So how does it work?

Unlike one-size-fits-all training programs, the Sales Onboarding Program 2024 is tailored to your company's specific needs. I dive deep into understanding your Ideal Customer Profiles, the unique challenges your solutions address, and the competitive landscape you operate in. This bespoke approach ensures that the training resonates with your sales objectives and culture, providing a truly personalized learning experience.

Planning

One month before the onboarding program starts, we get together so I can understand:

1. Your ICP,
2. What problems does your solution solve? What value will the customer experience?
3 – 5 examples,
3. Testimonials: Whom have you worked with, what were their pains, how did you fix them and what were the benefits to the customer? 3 examples,
4. Your competitors and how you differentiate your value,
5. Your tech stack needs.

Then I develop (or study) your Onboarding Program, Sales Process, and Sales Playbook with your bespoke content.

Then we get together again to agree on the content and method of delivery.

Delivery

Recognizing the global nature of sales today, the program is designed with cultural sensitivity at its core. With experience delivering training across diverse geographical locations and cultures, the program is uniquely positioned to support international sales teams. Whether your new hires are in North America, South America, Europe, Asia, or anywhere else, the program is adaptable and relevant, ensuring your sales professionals can connect effectively with a diverse customer base.

I will deliver the two week, Sales Onboarding Program at your offices (anywhere globally), and then stay on for one more week to ensure the program is bedded in and the sales enablement tools are up and running.

Post Course

Post-course mentoring and coaching are integral to the program. I spend one hour a week with each participant, ensuring the transition from learning to applying is seamless and effective. This level of support is unmatched in the industry, ensuring your team not only learns but excels.

Day 1: Monday

Welcome

Start 10am for SDRs, meet them at reception and take them through to light savouries, fruit, and drinks. I go to Veganantics Cake shop and buy cakes with each SDRs name on (little touches)

Informal Introductions.

Lesson 1: Building cohesion & bonding (teams within teams)

Looking to build lifelong friendships and a real love of the company's culture

- The Shake Hands Game,
- Two Truths and One Lie and Blind Date

Lesson 2: HR

Meet the HR team and presentation

Lesson 3: IT

Meet the IT team, laptops, and presentation

Lesson 4: Company Culture

Presented by the previous SDR class in the method of their choosing (criteria: Company values). Meet the SDRs.

Lesson 5: Introduction to the Company

Videos of the CEO, long standing staff, sales managers etc.,

Game for Learning: The Diamond Nine Game

Assessment for Learning: Speed Selling

Lesson 6: How to Introduce yourself to Prospects

Discussion on personality. How do you like to be perceived?

Connect:

At the disco/social introductions, importance, 1st Impression, etc.

Activate:

Show 8 different opening lines on Video from sales experts – Soft, Direct and Power Openings

Demonstrate:

Practice the 8 Opening lines one at a time – Decide what works best for you. In pairs and threes.

Consolidate:

Use your intro on the AEs (meet the AEs)

Close Day 1: Q&A, concerns, joys and learnings

Homework

1. Design a slogan for our company, e.g., Nike: Just do it (check for company understanding)
2. Practice your opening line and learn it off by heart
3. Prepare 10 presentation on the company
4. Listen to audio of today's lesson to consolidate learning



The integrated data platform

"We employed Chris to design and deliver our sales onboarding program for Adverity's London, Vienna and soon to open New York Branch.

At the time our onboarding materials consisted of mainly product and marketing eLearning content.

Chris reviewed our onboarding process, and content, and then added the sales techniques and skills our SDRs needed to be successful. Our SDRs went for booking their first meeting after three-four weeks to their first week on the phones.

Absolutely astounding result."



Alex Handsaker
Head of Revenue Enablement
at Adverity



Day 2: Tuesday

Welcome

About today

Recap:

- Kahoot Company Facts and Figures
- 10-minute presentation on the company
- Introduce yourself to everyone in the office using your preferred opening

Lesson 1: SDR Basics

Presented by the sales director and sales manager

- The best bits of being an SDR
- Challenges
- Keys to success
- Time management
- Daily activities
- Rewards etc.

Lesson 2: Mining Skills

How and where we mine, who we look for and the companies we should be looking at.

- Buyer Personas
- Ideal Customer Profile = ICP
- The mining equation
- The mining cycle – LinkedIn Navigator to CRM

Game for Learning: Break Out Room (can you find the clues?)

Consolidation: Set up your first Navigation settings

Assessment for Learning: Find 10 potential prospects on LinkedIn Navigator

Lesson 3: Meet Marketing

The marketing team introduce themselves and give a marketing presentation

Slogan Competition – Marketing decides the winner of the best slogan

Lesson 4: Challenges

SDRs Identify 9 challenges

Game for Learning: Crazy Golf at Swingers Crazy Golf, London

Nine holes, at the start of each hole, the group get a potential challenge which they must solve. They must present their challenges and methods to overcome them in a presentation next day, e.g., call reluctance, getting to the office on time, concentration.

Put money behind the bar and let them bond - friends for life



PARK PLACE
TECHNOLOGIES

Global Data Centre and Networking Optimization

“Park Place were going through a period of international growth, we had a team of sales trainers in the US, but we needed someone with cultural expertise to redesign our onboarding content for different markets and to train our new BDRs in our soon to open office in Singapore.

Chris quickly bonded our BDRs, which included new starters calling into India, China, Hong Kong, Singapore, Australia and Indonesia. He spent three weeks in Singapore onboarding and bedding in the team, and then returned to the UK, to coach remotely.

The Singapore team hit the ground running from day one, they all qualified to Account Managers one month before forecast, still a record today at Park Place Technologies. The retention was incredible, all six new starters remained at Park Place for over a year and were instrumental in building our Singapore offices success.”



Bob Rahm

Director of Sales Training at Park Place Technologies.

Day 3: Wednesday

Welcome

About today

Recap:

- Kahoot Company Facts and Figures
- 10-minute presentation on potential challenges and how to deal with them

Lesson 1: CRM

Lesson 2: Pre-Sales

Meet the team and presentation

Lesson 3: Call Preparation

- Preparation – Notes, script, purpose, attitude
- Mindset
- Pre-call rituals
- Your environment
- Focused for selling

Lesson 4: Statements

Progressing your script in-line with your personality

Connect:

What is your opening line? How can we develop our pitch?

- Soft – Empathy + Reason for the Call
- Direct – Welcome swerve
- Power – Needs Discovery
- Link to Value Proposition

Activate:

Show different empathy statements and reason for the call (upfront contract)

Demonstrate:

Practice your opening line and preferred empathy or reason for the call, in pairs and threes.

Consolidate:

Speed Dating Game for Learning – Pitch, Pace, Power, Pause.

Close Day 3: Q&A, concerns, joys and learnings

Homework

1. Design two pre-call rituals
2. Practice your statements

“Chris was a great sales trainer during our first few weeks at Park Place. Much of the team had prior sales experience, but across varying sub-industries in IT, & of varying experience levels (no. of years, types of clients engaged), not to mention some fresh grads.

All in all, we appreciated Chris for his ability to bond the group despite our varying backgrounds & countries of origin, & give us a good foundation towards cold calling that would form the basis of our daily job here at...”



Melvin Liu Jun
Client Success Manager,
ASEAN - Gartner



Day 4: Thursday

Welcome

About today

Recap:

- CRM
- Present your pre-call rituals

Lesson 1: Gatekeeper Skills

Connect:

Role Play - Opening lines and statements

Activate:

- Three types of gatekeepers
- Techniques
- Decide on your favourite techniques in line with your personality

Demonstrate:

- In pairs role play

Consolidate

- Call into SDRs and AEs

Lesson 2: Renewals

Meet Renewals to give presentation to SDRs

Lesson 3: Developing A Positive Mental Attitude

10 ways to Develop a Positive Mental Attitude

Sunscreen Video

Lesson 4: The Value Proposition

Connect:

- Value
- Experiences of being sold to

Activate:

- Three hooks
- Forming & Structure
- Three-part pitch
- Golden Elevator pitch
- 30 Second Commercial
- Third Party Pitch

Design your pitch in-line with your personality and preference

Demonstrate:

Practice Value Proposition, in pairs and threes.

Consolidate:

Creating the WOW Factor: Go out into New York, London, Singapore (your city) and make a cultural film of our three key hooks.

Who will make the best video!!!

Homework

- Prepare the value proposition video for tomorrow morning
- Practice your gatekeeper skills



Day 5: Friday

Welcome

About today

Recap:

- Golden Elevator Pitch
- Video experiences

Lesson 1: Video Reviews

- Watch videos and upload to Slack
- Vote for the best

Lesson 2: Role Plays

Opening to Value Proposition

Lesson 3: Closing to the Next Stage

- Statement of intent – link from Value Proposition to Close
- Closing techniques
- Push v Pull close
- Closing down and setting meetings

Lesson 4: Round Table with AEs

- Q&A with AEs

Lesson 5: Role Plays

- From opening to close with AEs and SDRs

Lesson 6: Assessment from Trainer

- Video Straight-line approach and send to SDR
- Strengths
- Areas to work on

Close Day 5: Q&A, concerns, joys and learnings

Day 6: Monday

Welcome

About today

Recap:

- Closing Skills
- Watch assessment videos - feedback

Role-Plays

Straight-line approach, in pairs and threes

Lesson 1: The Objection Handling Mindset

Connect

- Did you enjoy your first week?
- Do you think you will like working here?
- How do you act when a shop assistant approaches you?

Activate

- Understanding the Prospects Mindset
- Discounting
- Pressure v No Pressure
- True v Untrue objections
- Mindset
- Zones of resistance

Demonstrate

- Attached v Detached Mindset

Lesson 2: Objection Handling Tactics

Connect

Understanding the prospects tone – instant or hostile objections

Activate

- Pause
- Mirroring
- Labelling
- Columbo
- Falling on a sword
- The elephant in the room
- Open questions

Lesson 3: Our Most Common Objections

Demonstrate

Role Play

- Tone
- Tactic
- Routes to continue conversation

Objections

- How did you get my number
- We just switched vendors
- I thought you were someone else
- I'm too busy, you have called me at a bad time
- I'm not interested

- Never heard of your company

Consolidate

Games for learning: The Empathy Game, Mind Movies or The Taxi Drive Game

Close Day 6: Q&A, concerns, joys and learnings

Homework

- Write a poem on why a prospect will object to your call
- Listen to pre-prepared lesson on objection handling

Day 7: Tuesday

Welcome

About today

Recap:

- Objection Handling Tactics
- Read out poems

Lesson 1: Role-Play with AEs and SDRs

- How did you get my number
- We just switched vendors
- I thought you were someone else
- I'm too busy, you have called me at a bad time
- I'm not interested
- Watch assessment videos - feedback

Lesson 2: Needs Discovery

Connect:

- What is the starting point of selling?
- Why do you buy?
- How needs develop

Activate:

- Value Based Selling
- Perspectives
- Implied Needs
- Explicit Needs
- Open-ended questions
- Two-sided questions

Demonstrate

- Games for Learning: Dice 5W 1H

Lesson 3: Discovery Flow Questions

Connect:

- Future Basing
- Can you influence a flow of questions?

Activate:

- Flows
- Trap setting questions
- Pain Funnel
- Three Hooks

Demonstrate

- Future Basing your Discovery Flow
- Design Open-ended and Two-sided Questions Flow

Lesson 4: Sales Methodology (SPICED)

Activate:

- Situation
- Pain
- Impact
- Critical Event

Lesson 5: Inhouse/Manually

Connect:

Everyone has something in place – vendor, manually or inhouse

Activate:

- Why inhouse or manually
- Why is our solution better than manual and Inhouse?
- Future Basing your Discovery Flow
- Situation
- Pain
- Impact
- Critical Event

Demonstrate:

- Write down discovery flow for inhouse or manually
- Role Play – In pairs, threes and small groups

Consolidate:

- 1 to 1 Role Play with AEs

Homework

- Write a handwritten letter outlining our differentiators
- Design discovery flow and traps for our competitors based on Future Basing

"Chris is a great sales trainer who is encouraging and responsible. Chris has helped me a lot in starting my career in sales.

He is also very supportive after the training has finished. He is very talented at cultivating team spirit in the group."



Melvin Liu Jun
Technical Post-Sales
& Compliance Manager
at Panmi Pty Ltd



Day 8: Wednesday

Welcome

About today

Recap:

- Games for Learning: Inhouse or Manual Dice 5W 1H
- Presentations: Discovery Flow inhouse or Manual

Lesson 1: Role-Play with AEs and SDRs

- Round table: Experiences
- Groups of three to four role play

Lesson 2: Competitor Introduction

- Our solution
- The value we offer
- What sets us apart
- Building a solution
- Competitors to our solution
- Competitor Buckets – SME to Enterprise (competitor markets)
- Where do we sit
- How do we differentiate ourselves?

Games for Learning: Mastermind

Lesson 3, 4 and 5: Competitors

Connect:

- Website
- Corporate video of competitor
- About their solutions
- Where competitor sits

Activate:

- Our differentiators
- Future basing Needs Discovery Flow
- Three Traps

Close Day 8: Q&A, concerns, joys and learnings

Homework

- Write a handwritten letter outlining our differentiators
- Design discovery flow and traps for our competitors based on Future Basing

Day 9: Thursday

Welcome

About today

Recap:

Games for Learning: Taboo, cards on the floor – Describe to your partner a solution from a competitor, they must guess the competitor and explain our differentiator.

- Presentations
- Send letter to an SDR who reads it out

Games for Learning: The Pyramid 4-Sided Dice Game – TED W (Tell me, Explain to me, Describe to me, Walk me through...)

Rev-Ops Day

Lesson 1: Tech Stacks

- Setting the stage

Examples:

- Outreach, Sales Nav, Salesforce, HubSpot, Chili Piper, ZoomInfo.
- Seismic, Gong, Chorus, Calendly, Zoom etc...

Lesson 2: Set-up Tech Stacks

- Lead journey

Lesson 3: Connecting with Prospects

- Sequencing – Cold outreach drip
- Upfront research
- Connecting and Writing LinkedIn intro messages
- Writing emails
- Using Chat GTP to personalise emails
- JPG email, Gif email and Video email
- Pattern interrupt emails
- Voicemail

Close Day 9: Q&A, concerns, joys and learnings

Homework

Revise

- Straight-line approach
- Objection handling
- Opportunities

Day 10: Friday

Welcome

About today

Recap:

- Prospect Sales Journey SDR to AE
- SDR Steps – Expectations

Lesson 1: Call Listening – Great Discovery Call

- Q&A

Lesson 2: Role Play:

- Straight-line
- Objections
- Opportunities

Lesson 3: Assessment without script

Video of:

- Straight-line
- Objections
- Opportunities

Tests for Learning:

Kahoot:

- Company Facts and figures

Lesson 4: SDR Learning

- SDR to AE Disco Call Handoff
- Personal reflection
- Options, possibilities, strengths and resources
- Wins: Actions and accountability
- The Power of Attitude
- The 7 LUCKY habits of successful SDRs

Close

Expectations for Monday

The Sales Onboarding Program 2024



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The Sales Onboarding Program 2024 offers a customized, comprehensive training solution for sales teams, tailored to your company's unique needs and market challenges.

It equips sales professionals with essential skills and techniques, ensuring rapid onboarding and effective global application.

The program includes ongoing support and mentoring, making it a strategic investment in your team's future success.

Ideal for sales leaders, it transforms novices into overachievers, driving growth and efficiency in your sales force.