



From College Grad to Expert Sales Rep in Six Months

Simplify Your Onboarding Strategy with TSRM Group

Getting new sales reps up to speed has long been a challenge for IT solution providers. Studies have shown that 55% of sales reps don't step into the job with the necessary skills to succeed, and it can take between six and ten months or more for a new rep to become fully productive. With an average sales rep tenure of 18 months, you can't afford a "wait and see" attitude. You need well-trained candidates who understand the basics of successful sales and have a strong understanding of the solutions and services you offer. That's where TSRM's FastStart Program comes in.

TAKE A PROACTIVE APPROACH TO ONBOARDING

FastStart is a unique approach to sales onboarding. It's a proactive sales resource development program that recruits, trains, and mentors entry level sales reps for IT solution providers. FastStart provides a comprehensive training process that gives these new hires the skills, tools, and confidence to succeed as sales professionals in the technology sector.

Our customized three-step process includes:

- Recruitment
- Sales Training
- Sales Mentorship

STEP ONE (RECRUITMENT): From College to Career

The process starts with a rigorous recruitment effort. Working with major accredited universities that have strong co-op student internship programs, TSRM screens applicants using a custom question matrix that quantifies various knowledge areas, skills (interpersonal, communication, technical) and other traits. We interview select candidates, conduct standard background checks, and pass along the most qualified finalists for consideration to the solution provider.

STEP TWO: Sales Mentorship Provides Guidance and Expertise

The candidates are paired with a TSRM sales mentor to support them on their journey. With trusted expertise to guide them, the candidate quickly learns how to navigate the intricacies of the industry. Research shows that companies can improve sales objectives by as much as 19% through coaching and mentorship.



STEP THREE: Sales Training

FastStart training is focused on three core elements: sales and marketing tools, process selling and business development. Once the candidate's training is complete, they begin an apprenticeship where they will be prepared to actively participate in the solution provider's unique sales process.

1. Sales and Marketing Tools: A Deep Dive into Critical Tools

The use of sales enablement tools has exploded in recent years, emphasizing the need for new reps to master the latest technologies. In addition to required reading, the candidate will have hands-on training to learn the fundamentals of Customer Relationship Manager (CRM) systems, marketing automation, social selling and telesales applications.

2. The Three-Course Learning Path, "Process Selling for the New IT Sales Pro"

The candidate will proceed through TSRM's instructor-led sales enablement program, "Process Selling for the New IT Sales Pro." The series begins with the "IT Buyer's Journey," which explains how to reach the right decision-makers within an organization. Next, "Establishing the Process" takes an in-depth look at sales cycles and forecasting, and "Sales 360 for IT" builds fundamental sales skills for the technology industry. Finally, each candidate will be required to achieve two OEM sales certifications that are determined by the solution provider's management.

3. Business Development: Active Participation in a Demand Gen Campaign

The last step is active participation in a demand gen campaign. The rep will develop an understanding of the IT solutions being promoted from solution briefs, case studies and other technical material. Mentorship continues through role playing scenarios that are evaluated with the student for performance and improvement.

ADMINISTRATIVE DETAILS

Participating sales reps are paid by TSRM Group for the six-month program duration; the solution provider is billed on a monthly basis. At the completion of the program, the reps will transfer onto the solution provider's payroll and become part of its compensation program.

Many original equipment manufacturers (OEM) offer full or partial financial support for programs of this kind through marketing subsidy funds (under the category of "sales enablement"). Be sure to check with your major technology vendors to see if they offer this type of support.

A Winning Partnership to Jump-Start Careers

"We have had three sales reps "graduate" from the TSRM FastStart Program so far. I would compare it to taking a talented but inexperienced ball player through the minor leagues to learn the ropes and then bringing them up to the majors, primed and ready to go. TSRM establishes a strong foundation of not only selling skills and techniques, but also a solid understanding of the IT industry and the channel. It jump-starts the careers of these young reps and sets them on a smoother path to success. I highly recommend it."



Paul O'Dell, Partner
CPP Associates, Inc.
2020 HPE North American Solution Provider of the Year

FASTSTART KEEPS YOUR SALES TEAM IN MOTION

FastStart produces experienced sales professionals in a fraction of the average time, with the in-demand skills needed to meet the specific needs of the IT solution provider. To learn more about this program, visit tsrmgroup.com/fast-start.



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