

New Hire Sales Training Curriculum

Document ID: SAL-TRN-2025.01

Version: 1.0

Effective Date: 2025-11-01

Department: Sales Enablement, HR

1. Objective

To rapidly transition new Account Executives (AEs) and Sales Development Representatives (SDRs) from onboarding to full productivity within 90 days.

2. Day 1-30: Foundational Learning (The Why & The What)

- **Product Knowledge:** Pass the NexaCore **Product Certification Exam (Level 1)**.
 - *Focus:* Features, key benefits, and competitor differentiators (Atlas AI focus).
- **Industry & Buyer:** Deep dive into the Enterprise AI market landscape, our ICP, and the three core Buyer Personas.
- **Process:** Complete the **CRM Usage Guide** and log 10 practice Opportunities with correct stage progression.
- **Action:** Shadow 10 live Discovery Calls with tenured AEs.

3. Day 31-60: Execution and Pipeline Building (The How)

- **Methodology:** Master the **Nexa-BANT Qualification Checklist** and the **Discovery Call Framework**.
- **Pitching:** Deliver a full, customized 30-minute demo to the Sales Director (must pass).
- **Pipeline:** Actively prospect and generate **3 MQLs** that pass the Nexa-BANT check.
- **Action:** Handle 5 live Discovery Calls, with the Sales Director auditing notes and call recordings.

4. Day 61-90: Deal Control and Negotiation (The When)

- **Closing:** Manage at least **1 Opportunity** through the **Negotiation (Stage 3)** phase, even if it doesn't close.
- **Review:** Submit and successfully defend a deal on the **Deal Review and Approval Form**.
- **Financials:** Demonstrate fluency with the **Subscription Pricing Matrix** and the ROI value calculation.

- **Goal:** Achieve **50% of the quarterly quota** in the first full reporting period post-90 days.

5. Certification

Successful completion of the 90-Day plan, signed off by the Sales Director, results in **Full Quota Attainment** for the next quarter. Failure to meet Day 61-90 metrics results in an extension and placement on a Performance Improvement Plan (PIP).