

High Growth Company Gets New Hire Onboarding Upgrade

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The Situation



A high growth Life Science company had nearly 100 sales new hires

per year with no structured process to onboard them. The sales onboarding process consisted of time-consuming one-off activities, ad hoc tools and time-sucking reliance on front line sales managers and tenured reps.

The Challenge

This Life Science company desired a scalable best-in-class new hire onboarding program for its sales organization, with a focus on the first 90 days. Their goal was to decrease sales rep ramp time to full productivity by more than 50% — from 18 months to less than six months. The program also needed to be “real world” and rep/manager friendly to fit their culture and ensure strong adoption.

The Solution

The Alexander Group, Inc. (AGI) applied its comprehensive sales onboarding framework to develop detailed and actionable manager and rep playbooks. The onboarding playbook consisted of key milestones for the initial 90-day period with complete instructions, detailed checklists, resources, and formalized tools for both new hires and their managers. In addition to the playbook, AGI also built an implementation roadmap and a communication/change management strategy to guide effective rollout.

The Benefit

The support from leadership increased for programs and supporting material buildout to ensure program success. A scalable system was implemented for a pilot in North America with success. Ramp time decreased and will be quantified in the next fiscal year. Plans are in place to roll the program out globally.

AGI developed a 5 chapter playbook for first 90 days, including critical resources (e.g. key contacts, checklists and templates) and onboarding activities (e.g. activity plans, milestones, KPIs, and field ride / coaching guides) to support both new hires and their managers.

CHAPTER 1	<ul style="list-style-type: none"> Summary of Key Contacts & Resources
CHAPTER 2-4	<ul style="list-style-type: none"> Detailed weekly checklists for days 1-30 Detailed activity plans for days 1-30 High level 30-90 day plans Detailed KPIs & Milestones for Days 1-90
CHAPTER 5	<ul style="list-style-type: none"> Comprehensive Onboarding Checklists (including two weeks before the hire date) Sales Process Framework Summary / Starter Kit