

New Sales Hire Ramp Plan

A sales-specific 90-day plan, distinct from a general new-hire onboarding checklist.

New Hire: _____

Manager: _____

Start Date: _____

Territory / Segment Assigned: _____

Days 1–30: Foundation

- ☐ CRM access set up and basic navigation trained
- ☐ Product/service knowledge fundamentals covered
- ☐ Territory or account list assigned and reviewed
- ☐ Shadowed at least 3 live sales calls
- ☐ Pricing, packaging, and approval process understood

Days 31–60: Guided Practice

- ☐ Running discovery calls with manager or peer support
- ☐ First proposals or quotes built, reviewed before sending
- ☐ Pipeline started and being actively worked
- ☐ Comfortable navigating the CRM independently

Days 61–90: Independent Execution

- ☐ Running full sales cycles independently
- ☐ First deal closed, or a clear, realistic path to one
- ☐ Formal 90-day review against ramp milestones

Milestones To Track

MILESTONE	TARGET DATE	ACTUAL DATE	NOTES
First discovery call			
First proposal sent			
First deal closed			
Full quota ramp			

Be honest about how long full productivity actually takes for this role; a ramp plan that assumes an unrealistic timeline sets new reps up to feel like they're failing when they're actually on track.