

Profitable Ramp Quadrant™

Use this framework to understand what you need to include to create effective training programs.

<p><u>Milestones:</u> Outline the milestones reps need to hit as they go through the program. E.g. First sales activity, first opportunity, amount of pipeline, first deal, first quota.</p>	<p><u>Training:</u> Outline all of the different training and content reps will require in order to hit your milestones in the program.</p>
<p><u>Coaching:</u> Outline the different coaching and practice exercises reps will need to go through in the program.</p>	<p><u>Outcome:</u> Define and measure the outcome you would like to achieve with the training program. Usually, these outcomes are time based. E.g. Time to first deal, time to first sales activity, time to first quota, time to ramp.</p>