



athlete**2**business

A2B Onboarding Checklist

Onboarding Checklist for Seasoned Sales Hires (tick as you go)

☐

Clear expectations set (KPIs, daily structure, pipeline goals)

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Tools & systems access provided (CRM, sales tech, templates)

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Commission structure explained (week 1-2)

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Communication rhythm agreed (WIPs, open door policy)

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Early win mapped out (meeting, proposal, pipeline progress)

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Integrated with ops/engine room teams

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Ownership & autonomy encouraged (shared data, involved in strategy)



Performance conversations normalised early



30/60/90 ramp structured



Clarity on key buyer profiles, objections, and product sweet spot