



First 90 Days

Associate Director – Inside Sales

A strategic roadmap to learn, execute, and scale — building a high-performing inside sales culture that drives consistent revenue growth, customer retention, and team development for VCG.

A Three-Phase Approach to Inside Sales Leadership

Each phase builds on the last — from understanding the business to scaling a culture of accountability and growth.



1

Days 1–30

Learn, Assess & Build Credibility

Understand the business, team, and performance drivers

2

Days 31–60

Strengthen Execution & Elevate Performance

Improve consistency and drive measurable outcomes

3

Days 61–90

Scale Results & Drive Sustainable Growth

Build a high-performing, accountable sales culture

What I'll Do in the First 30 Days

Build Relationships

Connect with reps, peer leaders, HR, operations, and marketing to establish cross-functional alignment and trust.

Learn the Business

Master VCG's KPIs, revenue targets, forecasting models, retention metrics, and compliance standards.

Assess the Team

Conduct 1:1s to evaluate strengths, development needs, motivation drivers, and career goals.

Analyze Performance

Review pipeline health, conversion metrics, staffing trends, and account expansion opportunities.

Quick Wins & Early Focus Areas

Coaching Rhythm

Establish a consistent cadence centered on accountability, motivation, and professional development.

Process Optimization

Identify immediate improvements to boost sales productivity and customer experience.

Best Practices

Reinforce consultative selling, SMB positioning, upselling, and retention fundamentals.

AI-Enabled Efficiency

Explore AI tools for call analysis, objection handling, and sales messaging.

PHASE 2 · DAYS 31–60

Strengthen Execution & Elevate Performance

Improve team execution, strengthen sales consistency, and establish repeatable success behaviors that drive measurable business outcomes.

Driving Measurable Results



Individualized Development

Close competency gaps with tailored plans that elevate each seller's performance and KPI attainment.



Forecasting Accuracy

Strengthen pipeline reviews and metric tracking to improve forecast reliability and visibility.



Account Expansion & Retention

Increase focus on account expansion, upsell opportunities, and customer retention strategies.

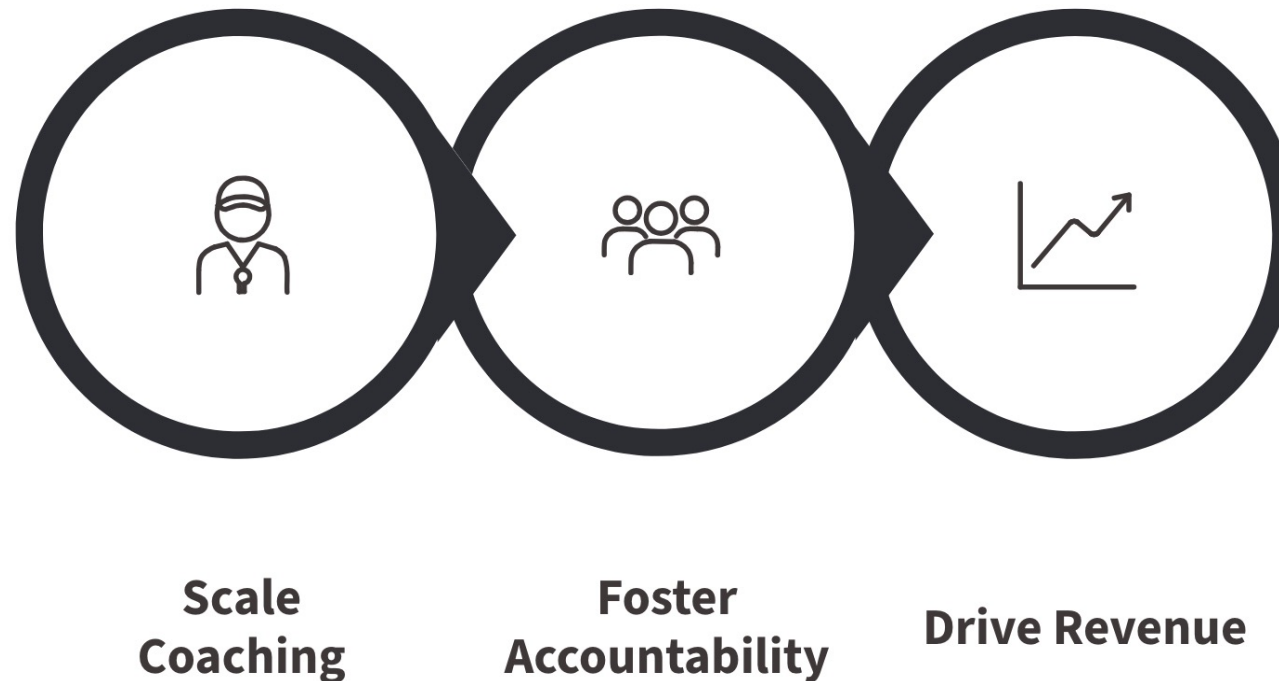


Performance Scorecards

Develop scorecards aligned to sales, retention, compliance, and customer experience objectives.

Scale Results & Drive Sustainable Growth

Build a high-performing, accountable inside sales culture focused on consistent execution, revenue growth, and employee development.



From scaling proven coaching strategies to fostering a culture of accountability and driving long-term revenue growth — each step compounds on the last to build lasting momentum.

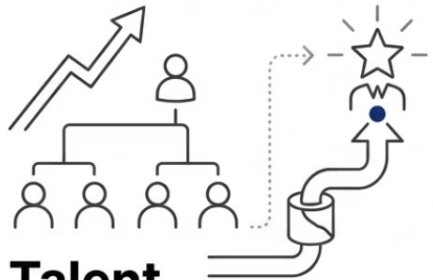
Building for the Long Term



Performance Excellence Framework
coaching, forecasting,
KPI visibility, continuous improvement



Best Practice Sharing
scale top performer behaviors team-wide



Talent Development
succession planning
and leadership pipeline



AI & Sales Tools
coaching efficiency,
customer engagement,
seller productivity

What Success Looks Like

- Consistent progress toward or achievement of sales, retention, and performance objectives
- Stronger employee engagement and reduced performance variability across the team
- Improved forecasting reliability and operational consistency
- A clearly defined roadmap for long-term growth and customer success