



Sales Ramp Playbook

How Top Teams Get New Hires to Quota in 90 Days or Less

Introduction

If you want new hires hitting quota in 90 days or less, you need more than onboarding checklists.

This playbook breaks down the exact steps top sales teams are using across onboarding structure, early pipeline tactics, live coaching, and bottleneck removal. It's built for one purpose: shortening ramp and driving revenue faster.

Everything here is field-tested with high growth revenue teams. Take what works, skip what doesn't, and adapt it to your own environment.

Here's what the top **10%** do differently:

- They have a repeatable onboarding system, not just a welcome email and a product demo.
- New hires know exactly what's expected in their first 90 days.
- Managers spot ramp risks before they become performance issues.
- Culture and process aren't left to chance.

Use it, adapt it, make it your own. If you'd rather not reinvent the wheel, just steal this and focus on execution.

If you want more hands on help, or want to compare this to what high growth teams are doing right now, reply and we'll share what's working today.

Why Ramp Matters

The Brutal Truth:

Every day a new sales hire isn't producing, your business is bleeding revenue, losing market share, and eroding team culture.

The impact adds up fast:

- **Missed targets:** One slow ramp sets the team back. Five in a row and the year is gone.
- **Wasted investment:** You're spending \$100k+ per hire (recruitment, onboarding, salary, lost opportunity) and most teams accept months of zero return.
- **Lost momentum:** When new hires drift, top performers question leadership's standards. Culture shifts from "urgency" to "good enough."
- **Talent churn:** High performers don't stick around in teams where mediocrity is tolerated.
- **Culture drift:** Every day a hire underperforms, the gap between what you expect and what you accept grows wider.

The days of "give them time to settle in" are over. Markets move too fast, and competitors aren't waiting. If you aren't ramping reps to quota inside 90 days, you're losing deals, pipeline, and talent to teams who are.

At Brexton, we don't build HR programs. We build revenue systems.

This playbook is the field tested framework used by high output sales teams to get new hires producing fast and consistently.

If you want high standards, visible accountability, and proven steps for rapid performance - read on.

If you're looking for another culture pep talk, this isn't it.

Core Principles for High Performance Ramp

1. Define Success Early:

Top teams remove ambiguity. Every rep knows - in writing, what success looks like at Day 30, 60, and 90. There's no "we'll see how it goes."

2. Set Aggressive, Realistic Milestones:

Ramp isn't downtime. It's the first revenue test. Aggressive but realistic milestones set the tone that performance starts on Day 1, not Day 91.

3. Data Drives Decisions:

Weekly dashboards on activity, pipeline, and deal progress aren't optional. Leaders act on numbers, not gut feel. Patterns are caught before they cost revenue.

4. Coaching is Mandatory.

High output managers run weekly 1:1s, call reviews, and deal clinics. Coaching isn't a "nice to have" it's how new hires hit quota faster.

5. Accountability Sits with Management (And Rep)

Reps own effort, learning, and execution. Managers own the system, coaching, and standards. If a rep falls behind, both are accountable.

6. Build Momentum Fast

Celebrate quick wins. Fix early misses instantly. Ramp isn't linear - speed matters, and momentum compounds.

7. Continual Improvement:

What worked last quarter may not work this quarter. Elite teams run quarterly ramp reviews, raise standards, and refine process - never settling for average.

The 30/60/90 Day Ramp Blueprint

Day 1-30: Foundation & Fit

Focus: Product mastery, cultural alignment, and activity discipline.

Rep Actions

- Complete structured product, ICP, and market training.
- Shadow top performers and debrief learnings.
- Run live pitch with manager by end of Week 2.
- Begin outbound activity (minimum touches per day).

Manager Priorities

- Audit training for comprehension, not just completion.
- Review first pitches for clarity and confidence.
- Set activity baselines - no “slow start” allowances.

Milestones

- Pass product/market knowledge test.
- Deliver live pitch scored “ready.”
- Log early activity metrics that meet baseline.

Day 31-60: Pipeline Creation & First Wins

Focus: Building qualified pipeline and running first deals.

Rep Actions

- Execute outbound blitz: calls, emails, LinkedIn, video.
- Book minimum 3-5 qualified meetings (not just fillers).
- Add 10+ qualified prospects to pipeline.
- Start owning early-stage opportunities.

Manager Priorities

- Review every new meeting booked for quality.
- Scrutinise pipeline for velocity, not just volume.
- Run weekly 1:1s and live call reviews.

Milestones

- Minimum 10 qualified prospects engaged.
- Minimum 3 opportunities created.
- Documented feedback on first live calls.

The 30/60/90 Day Ramp Blueprint

Day 61-90: Deal Execution & Scale

Focus: Closing deals, proving consistency, and scaling output.

Rep Actions

- Own full sales cycle on at least 2-3 opportunities.
- Demonstrate consistent activity + pipeline hygiene.
- Participate in team deal reviews - share lessons learned.
- Begin mentoring the next hire (sets cultural tone).

Manager Priorities

- Shadow live deals and coach in real time.
- Track conversion metrics against team benchmarks.
- Confirm ramp completion and sign off for full quota.

Milestones

- At least 1-2 deals progressed to proposal/close.
- Pipeline meets/exceeds team average.
- Manager signs off rep as “fully ramped” and quota-ready.

Manager Accountability at 30/60/90

30 Days – Foundation & Fit

- Audit product/market training for comprehension, not just completion.
- Review first live pitch for clarity and confidence.
- Set activity baselines and make clear “no slow start” expectations.

60 Days – Pipeline Creation & First Wins

- Review quality of every new meeting booked, not just the count.
- Scrutinise pipeline for velocity (are deals moving, not just filling CRM).
- Run weekly 1:1s and live call reviews - non negotiable.

90 Days – Deal Execution & Scale

- Shadow first live deals and coach in real time.
- Track conversion rates against team benchmarks.
- Confirm ramp completion and formally sign off rep as quota-ready.

Pipeline Generation – High Impact Tactics

1. Pre Qualified Lead Packs

Start every new hire with 25-50 high potential leads.

- Source: past inbound interest, lost deals, event contacts, warm referrals.
- Manager's role: vet for quality – no “spray and pray” lists.

Why it matters: New hires build momentum faster when they start with warm targets instead of cold prospecting from scratch.

2. Multi Touch Outreach Sequences

Every prospect gets at least 3-5 touches across multiple channels: calls, email, LinkedIn, video.

- Each touch delivers value – share a win, ask a smart question, or drop a relevant resource.
- Weekly review: refine messaging based on conversion data.

Why it matters: Consistency compounds – top teams know touches drive meetings, not single shots

3. Quick Win Blitz

In the first 2 weeks, focus on booking any meetings – don't wait for the perfect ICP.

- Managers celebrate every early win publicly.
- Momentum beats theory.

Why it matters: Quick wins build confidence and cultural expectation of speed.

4. Weekly Pipeline Reviews

Non negotiable: review quality, velocity, and conversion, not just activity volume.

- Reps come prepared: what's working, where they're stuck, next best move.

Why it matters: Early course-correction saves quarters – bad habits don't compound.

Pipeline Generation – High Impact Tactics

5. Trigger Event Lists

Use LinkedIn, news alerts, and CRM triggers to spot accounts with urgency to act now.

- Manager shares examples in team meetings to drive rapid response.

Why it matters: Timing creates leverage. A mediocre pitch at the right moment beats a great pitch at the wrong one.

6. Peer Review & Real-Time Feedback

New hires post wins/challenges weekly in team Slack or huddles.

- Top reps review one outbound email or call live and rewrite it on the spot.

Why it matters: Cuts learning curve in half – no one ramps in isolation.

7. Pipeline Rescue Fridays

Every Friday, revisit stalled, lost, or cold opportunities with a fresh angle.

- Goal: reactivate at least one opp per week.

Why it matters: A disciplined rescue culture keeps pipeline alive and stops wasted effort.

Coaching That Drives Performance

1. Weekly 1:1s - Mandatory

- Purpose: Track progress, identify blockers, set clear next actions.
- Execution: Never skip. Use a rolling agenda:
 - Wins (to reinforce)
 - Losses (to correct)
 - Pipeline status (to drive urgency)
 - Next priorities (for accountability)
- Leaders move: Review notes ensure patterns are caught and followed up.

2. Live Call Reviews

- Purpose: Real feedback on real deals not theory or “role play only.”
- Execution:
 - Minimum one call reviewed per rep, per week.
 - Use a standardised scorecard (opener, qualification, value, next steps).
 - Focus on specifics, not “nice job” generalities.

3. Role Plays

- Purpose: Build confidence with real objections before reps hit live fire.
- Execution:
 - Weekly, using live scenarios pulled from current pipeline.
 - Alternate who plays “buyer.”
 - Document key learning for each rep.

4. Peer & Team Learning

- Purpose: Raise team standards through transparency and shared learning.
- Execution:
 - Biweekly deal reviews, one win, one loss dissected by the team.
 - Peer feedback is direct, not diplomatic.

5. Call Library

- Purpose: Shortcut learning curve with real world examples.
- Execution:
 - New hires listen to two top performer calls per week (manager assigns).
 - Summarise “what to steal, what to avoid” in writing.

Bottleneck Removal & Escalation

1. Spot Bottlenecks Early

- Signals:
 - No meetings by day 20
 - Pipeline under target by day 40
 - Deals stuck post meeting
 - Failing skill checks
- Weekly:
 - Use CRM, dashboards, and manager check ins to catch issues early.

2. Diagnose Root Cause

- Is it a skill issue (objection handling, qualifying, closing)?
- Is it activity (not enough calls/emails)?
- Is it lead quality or list problem?
- Is it a mindset or engagement issue?

3. Intervene Immediately

- Manager shadows/join calls, coaches live
- Run focused role plays on weak spots
- Rewrite talk tracks/scripts as needed
- Pair with a top performer for a call blitz

4. Escalate When Needed

- Triggers:
 - Missed 2+ milestones
 - Same bottleneck, 2 cycles
 - Poor effort/attitude
- Actions:
 - Clear plan and timeline with manager
 - Exec involvement if needed
 - Document and review every step

5. Track & Close

- Log every intervention (owner, action, deadline) in CRM or doc
- Weekly follow up until fixed or formal next step (up or out)

Metrics That Matter

Time to First Meeting:

- How fast does each rep get in front of a real prospect?

Time to First Pipeline Opportunity:

- How long before a rep creates real, qualified pipeline

Time to First Closed Deal:

- Ramp isn't real until money hits the board.

Pipeline Created:

- Number and value by Day 40/60/90.
- Is it moving forward, or stuck?

Activity Volume:

- Calls, emails, social touches, measured against targets.

Call Quality:

- Score using a simple rubric (opener, discovery, objection handling, next steps).

Manager/Peer Feedback:

- Documented, not just "gut feel."

Survey Scores:

- 30/60/90 day pulse checks, confidence, clarity, engagement.

Manager Accountability

1:1 Completed:

- Non negotiable. Every week, no cancellations.

Pipeline Reviewed:

- Assess quantity and quality. Remove dead weight. Spot early risk.

Calls Reviewed:

- At least one live or recorded call critiqued per week.

Activity Monitored:

- Check against ramp targets for calls, meetings, new pipeline.

Red Flags Escalated:

- If two or more milestones missed, act immediately.

Action Items Documented:

- Each meeting ends with clear owner, action, and deadline.

Feedback Logged:

- Document all feedback, praise, and coaching track progress.

Monthly & Quarterly:

• Ramp Progress Benchmarked:

- Compare to previous ramps and team average.

• Continuous Improvement:

- Adjust onboarding, training, and tools based on what's working and what isn't.

Plug-and-Play Templates & Tools

- **Editable 20/40/60/90 Ramp Plan**

- Actionable checklist and milestones for each phase customise for role or region.

- **Onboarding Checklist**

- Clear tasks for rep and manager.
- Who does what, by when. No ambiguity.

- **Sample Outreach Sequences**

- Proven scripts for calls, emails, LinkedIn, and video.
- Multi-touch, tailored for ICP and trigger events.

- **Call Review Rubric**

- Simple scoring guide for live and recorded calls (opener, qualification, objection handling, next steps).

- **Deal Review Template**

- Track wins, losses, root cause, and next actions.
- Use for team deal breakdown sessions.

- **Weekly Feedback Form**

- One page form to capture feedback, blockers, and action items used in every 1:1.

Let's Accelerate Your Sales Revenue

We help founders and revenue leaders secure sales talent that ramps in half the time, performs above target, and sticks.

Book a quick call – Let's map the impact on your team's revenue this year

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