UNSTOPPABLE

FOR CYBER SALES LEADERS WITH NO ENABLEMENT TEAM

FAST RAMP TO REVENUE

9 rules for ramping cyber AEs yourself.

Get a new AE running a high-impact first meeting on their own in their first 21 days, without building an enablement team.

WHO IT'S FOR

Sales leaders at cyber startups hiring a handful of AEs, with no enablement person in-house.

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RULES 1 TO 5: SET THE BAR

Before anyone practises anything, decide when training starts, what they're aiming at, and what "ready" means.

1

START ON DAY TWO

Day one is laptop and logins. Day two, training starts. Don't wait for a cohort, and don't wait for week three.

2

DEFINE SHORT-TERM OBJECTIVES

Give your new hire specific milestones so they know what's expected and how to ramp fast. eg, book 5 first meetings and meet 3 partners in the first 14 days. 3 qualified opportunities in the first 6 weeks. First POV started by the end of month 2. Extra points: spiff them on meeting them (fund it from their draw).

3

PROSPECT EARLY

They should be reaching out to their network in their first week. Drill them on the two questions they'll get straight away: "What does your company do?" and "How are you different?" Ask for a prospecting report at the end of their first week.

4

DEFINE "CERTIFIED" AS ONE THING

Ready means they can run a first meeting: discovery, the deck, the key messages, common objections, differentiation, three stories, and a close for the next step. An aggressive goal is to get them certified within their first 21 days. Set the standard high; it should not be easy to get certified.

5

CERTIFY BEFORE THEY FLY SOLO

Make it a rule: nobody runs a first meeting solo until they're certified. No exceptions. If they have meetings before they are certified, they invite someone who is fully ramped to do them. First meetings are hard to come by: don't waste them!

RULES 6 TO 9: BUILD THE REPS

Now the practice. Out loud, in short sessions, with you in the room and their manager in the loop.

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6 DRILL OUT LOUD IN SHORT REPS

Elevator pitch, discovery, and objections as separate 30-minute practice sessions with you, before you stitch them together. Have them send you a video of them delivering your deck. Run these yourself and give candid, actionable feedback on what they need to keep working on. No soft "attaboy"s.

7 HAND THEM STORIES, NOT FEATURES

Three customer stories they can tell in their own words, plus one place to find new ones. Then have them send you videos of them delivering each story to a senior security buyer. Give them candid feedback.

8 PUT THE MANAGERS THROUGH IT

Managers do the training too, so they know what good looks like and can coach to it. You can't have them floundering or running their own plays.

9 MAKE PROGRESS VISIBLE

One page per rep with coaching notes and call links, shared with their manager twice a week. Get each rep to tell you where they think they're weakest and what help they need.

WHAT WE TEND TO DO	WHAT TO DO INSTEAD
• Wait too long to get started. • Vague definition of what being certified means. • Tell them to watch call recordings, shadow your reps, and get a demo from the SE.	• **Start on day two and make it intense.** • **Be very clear what certified means and that they cannot fly solo until then.** • **Focused program designed to get them ready for key sales situations.**

SELF-SCORE · 2 MINUTES

HOW READY IS YOUR RAMP?

One question per rule. Be honest. Count your yeses.

1	Does a new AE start training on day two?	☐ YES	☐ NO
2	Does every new hire have written milestones to hit?	☐ YES	☐ NO
3	Are new hires reaching out to their network in week one?	☐ YES	☐ NO
4	Is "certified" defined as one thing: running a first meeting?	☐ YES	☐ NO
5	Are solo first meetings off limits until a rep is certified?	☐ YES	☐ NO
6	Do reps drill pitch, discovery and objections out loud with you?	☐ YES	☐ NO
7	Can each new hire tell three customer stories in their own words?	☐ YES	☐ NO
8	Have your managers been through the same training?	☐ YES	☐ NO
9	Can you show today what each rep has practised and still needs?	☐ YES	☐ NO

8 to 9
KEEP GOING
Your ramp is in good shape.

4 to 7
FIX THE GAPS
Start with the rules you said no to.

0 to 3
TALK TO US
Your new hires are ramping on hope.

SCORED 6 OR UNDER?

Fast Ramp to Revenue runs this for you from day two. Book a 20-minute call.

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BOOK A CALL