

Your Personio First Steps as an SDR

# **Sales & Partnerships**

# **Onboarding Guide**

**Personio** \_\_\_\_\_

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Considering a career with us in Sales & Partnerships (S&P)? We're here to help you grow and make sure you have everything you need to succeed.

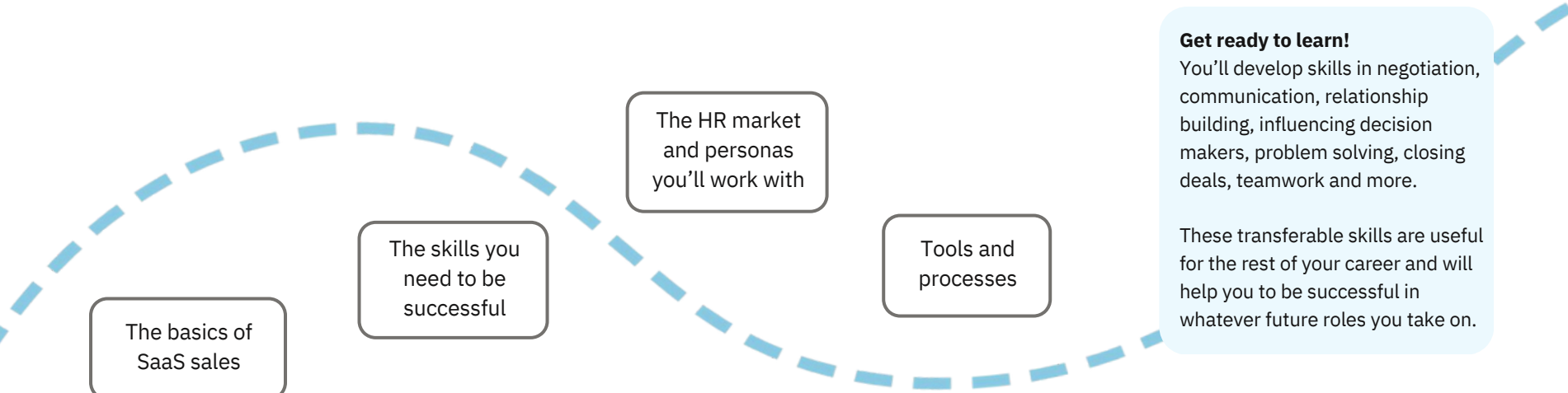
This guide provides a detailed look into our new joiner journey. You'll discover what to expect from your first steps with us, including the skills you'll develop and the training you'll receive within our new joiner program.

- 1. What's the Personio new joiner program all about?**
- 2. What will you learn about?**
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# 1. What's the Personio new joiner program all about?

We want to make sure you have the best start to your new role at Personio and a successful sales career, no matter what previous experience you might have. We'll ensure you know exactly what you need to do in your new role and how you can achieve your goals.

Your 4-week new joiner program will guide you through:



The basics of  
SaaS sales

The skills you  
need to be  
successful

The HR market  
and personas  
you'll work with

Tools and  
processes

## **Get ready to learn!**

You'll develop skills in negotiation, communication, relationship building, influencing decision makers, problem solving, closing deals, teamwork and more.

These transferable skills are useful for the rest of your career and will help you to be successful in whatever future roles you take on.



## 2. What will you learn about?

The program will cover:

- What your job will look like day to day as an SDR
- Sessions to further develop your skills in communication, relationship building, running consultative engagements, stakeholder management, problem solving and more
- Personio's value proposition and how our suite of products support over 12,000+ customers to unlock the full potential of their people  
You'll also get a deep understanding of the SaaS industry and the market you will work in  
You'll get to know your colleagues and learn what their day to day looks like, the challenges they may face and how you can help solve these through our Personio product
- All the tools, technology and processes you'll need to support your work and provide a consistent experience for all our customers



## ...and what tools and technologies will you learn to use?

We have a tech stack of top tools to support you which include:

HubSpot	Salesforce	LinkedIn Sales Navigator	Gong	Groove	Develop your own "Sales room"
Optimize customer touchpoints and build bridges between marketing and sales activity	Including various additional integrations	To discover new Leads	Conversation intelligence tool that records calls plus coaching and shadowing others	All-in-one content management platform to use as a knowledge base	A portal between you and your client to store all relevant sales information

You will learn everything about all the products Personio offers



### 3. How will you learn?

We have a blended teaching approach. This includes:

**E-learning**s

**Live training  
sessions**

**Practice  
activities**

**Shadowing**

**Market reports**

**Gamified  
knowledge  
checks**

**Group  
workshops**

**Step-by-step  
certification**

**Feedback  
sessions**

**A buddy already  
working  
in S&P\***

\*Your buddy will support you by answering questions and guiding you through your new role.

Think of our new joiner program as a roadmap for your career launch: your success depends on your engagement and active participation! We'll also ask for your feedback and insights to help us improve our sales new joiner journey.



## 4. What skills do you need to succeed in a sales role?

We will provide you with the knowledge needed to succeed in your role, but a few key traits will also help you thrive in your sales journey:

### **Pitching and communication**

For effective interaction with customers, prospects and colleagues. You don't need to be an extrovert, just someone who communicates well.

### **Collaboration and fun**

Our office is a vibrant, inclusive space where like-minded individuals with ambition and drive come together to support each other.

### **Organization and time management**

Of course, you will have tools to support you with this, but it's in your hands to use them well to meet deadlines and stay on top of your tasks.

### **Passion and resilience**

Sales is tough but rewarding. At Personio, we provide the support you need to navigate challenges, including training, mentorship, and a collaborative team environment.

### **Challenge and growth mindset**

We embrace failure as a growth opportunity and encourage each other to keep pushing forward, knowing that every experience contributes to our personal and professional growth.



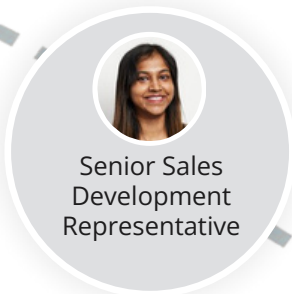
## 5. How can you continue to grow after onboarding?

When your sales new joiner program ends, you officially start your role as an SDR. You'll continue to develop your skills and learn to master them over time. And, of course, we have a process in place to support you in growing and accelerating your sales career at Personio.



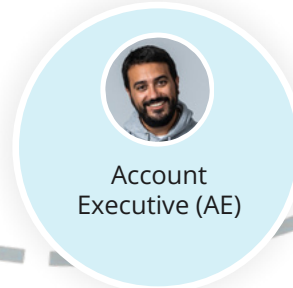
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This is a great way to start your career in sales and learn about our product.



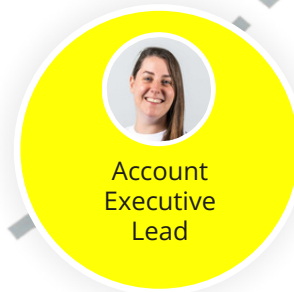
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A more senior member of the team working with more complex deals, you'll develop a strong understanding of the sales process.



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As an AE you will have high impact on our new business revenue growth while developing creative prospecting strategies.



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Lead and mentor a team of AEs, actively participating in the recruitment of new team members to ensure Personio's growth and success.





# Personio