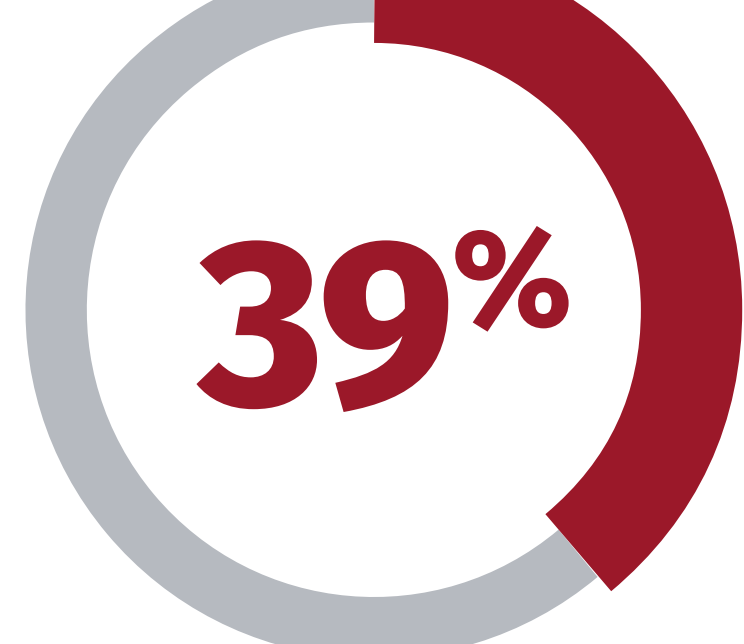


The 2022 State of Sales Onboarding

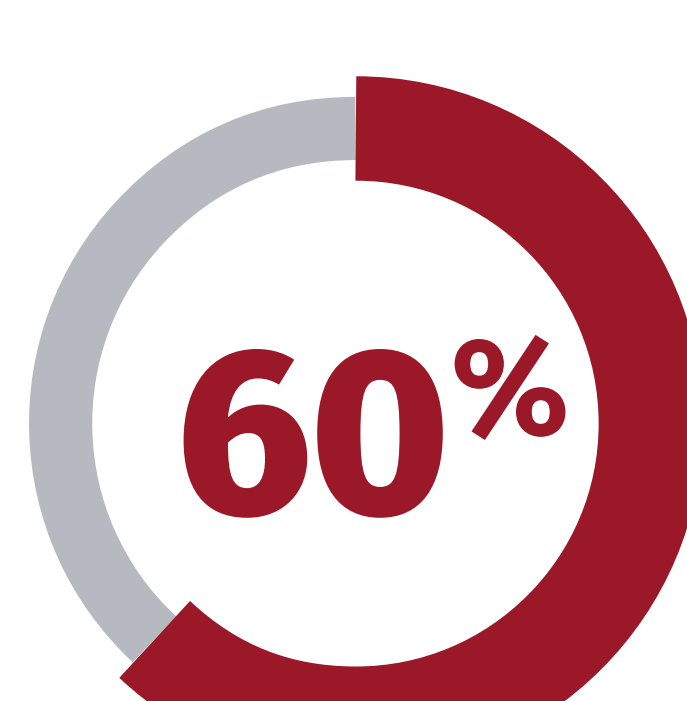
Hiring, training, and prepping new hires for the hybrid workplace is a complicated process. See what's next for sales onboarding.

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Sales Enablement
That Wins Sellers & Buyers

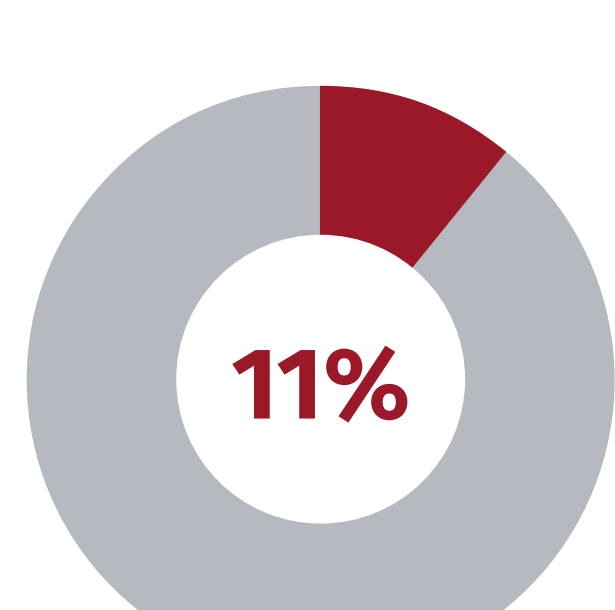


39% of sales leaders say that remote work has rendered their onboarding process obsolete

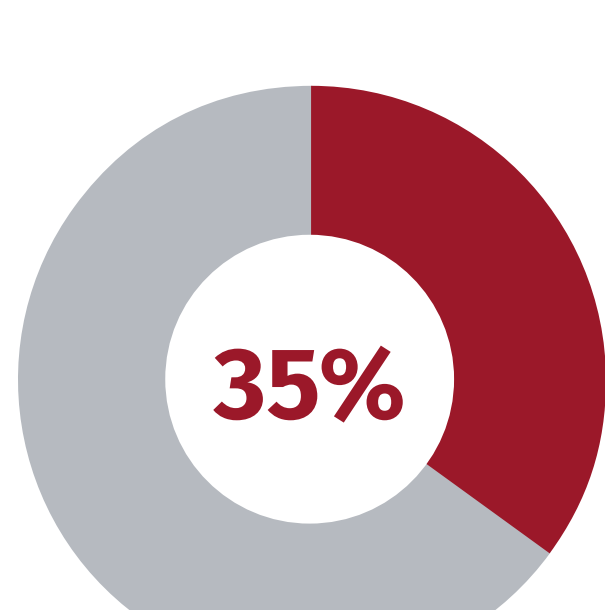
Only 60% of new sales hires will stay with the company at least 6 months



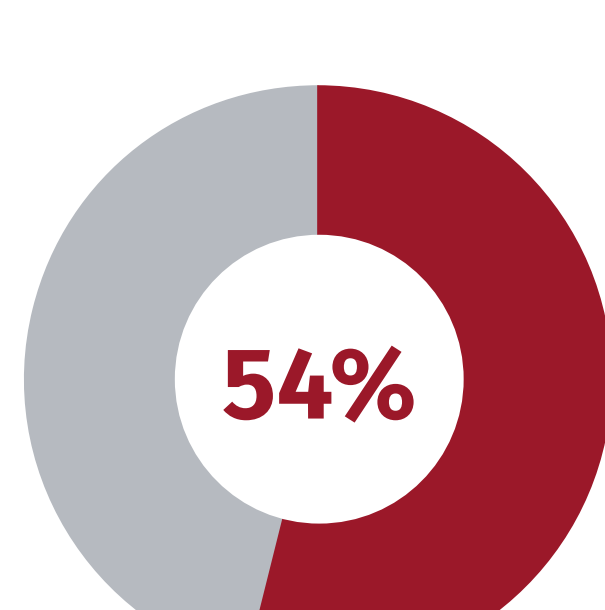
How onboarding is expected to happen in 12 months:



Remote only:
11% of companies



In person only:
35% of companies



Remote and in person hybrid:
54% of companies

Top sales onboarding pain points:



Keeping new hires engaged

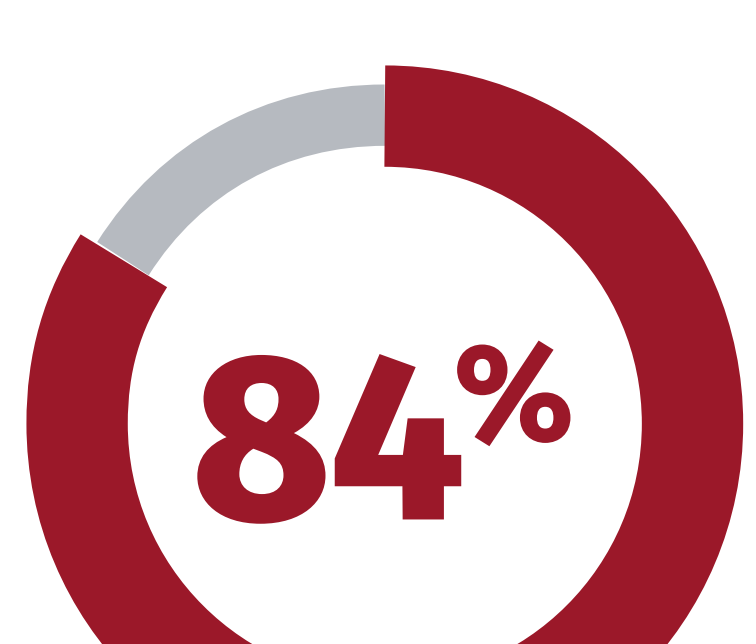
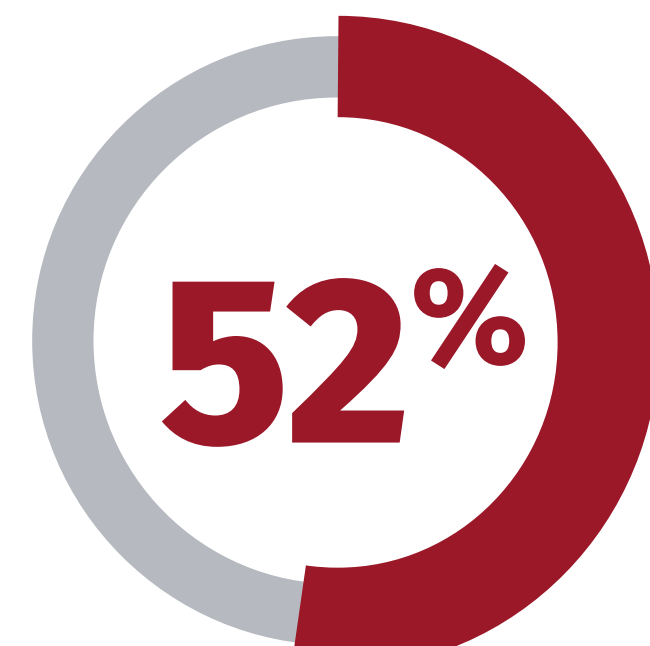


Keeping content current



Quality of new hires

52% of sales leaders say reps are leaving at a higher rate now than before the pandemic



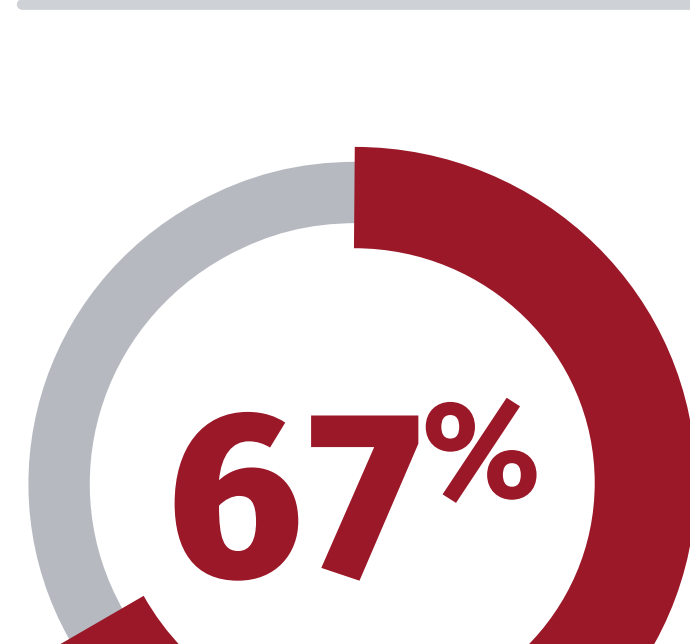
84% of sales leaders say it's crucial to integrate and socialize new hires with other team members within 3 weeks of onboarding

Nearly half of sales leaders say onboarding has been so stressful on some hires that they quit



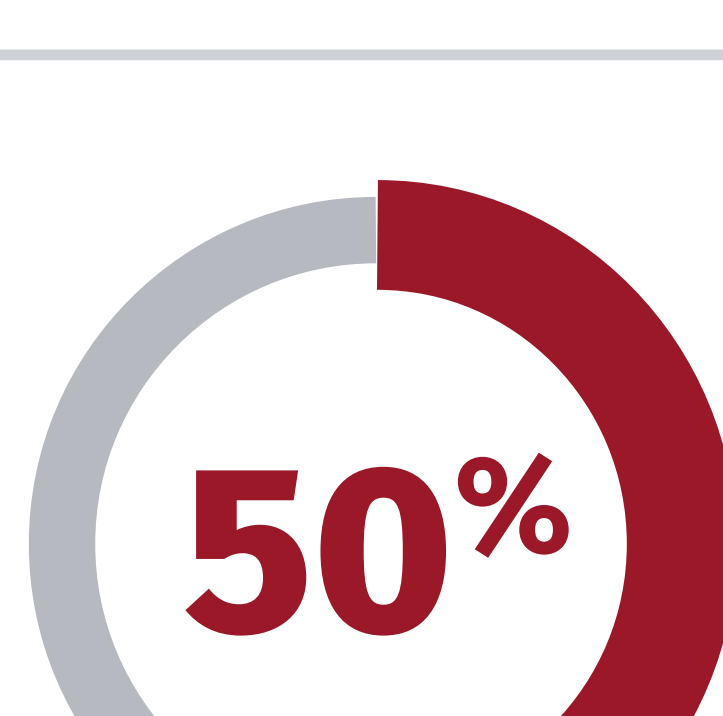
The average cost to onboard a new sales employee:

\$9,589



67% of sales leaders say sales positions are more complex than they were one year ago

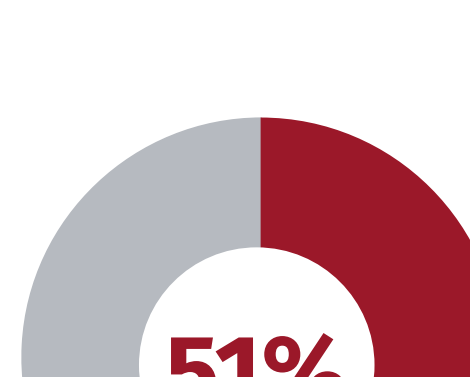
50% of companies begin the onboarding process before a new hire's first day on the job



What percentage of new hire onboarding is conducted:

Synchronously

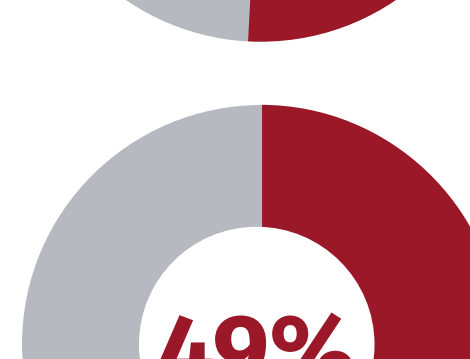
(live either in person or via video conference):



51%

Asynchronously

(self guided content/ videos/certifications):



49%

LEARN MORE

Download [The State of Sales Onboarding](#) research report for more insights.

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