

30/60/90 Day Sales Plan

Career Confidential
Coaching Club
with Peggy McKee



Today's Agenda

Introduction of Presenter – Peggy McKee

Presentation of the Webinar

Questions & Answers - Live

Additional Resources – Job Search Tools

Feedback – How to Contact Us

Accessing this Webinar – The Archives





www.phcconsulting.com
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888-263-5688 ext 100

Peggy McKee

Owner/Recruiter – 10 years
PHC Consulting – Medical Sales
and Marketing Executive Search
Firm

Clients include GE HealthCare,
Bayer Diagnostics, Roche
Diagnostics, BD, Qiagen, and
other top Fortune rated clients
in the medical and healthcare
arena.

Over 22,000 hours of recruiting
experience!



30/60/90 Day Sales Plan



What is a 30/60/90 Day Sales Plan

- A short, 1-3 page outline of what you will do in your first 90 days as an employee
- Structure
 - 30 Day: Training (learning the company systems, products, and customers)
 - Attending training
 - Mastering product knowledge
 - Learning specific corporate systems
 - Traveling to learn your territory
 - Meeting other members of the team
 - Reviewing accounts and developing account penetration strategy

What is a 30/60/90 Day Sales Plan

- 60 Day: Field Time
 - More customer introductions
 - Reviews of customer satisfaction (or dissatisfaction)
 - Feedback from your manager
 - Continue to execute on developed account penetration strategy
 - Continue to develop product knowledge through training, reading and watching others within the organization

What is a 30/60/90 Day Sales Plan

- 90 Day: Sales
 - Landing your own accounts
 - Scheduling programs
 - Coming up with new ways to get prospects' attention
 - Continuing to get performance feedback
 - Fine-tuning your schedule

What is a 30/60/90 Day Sales Plan

- Be Specific

- Research the company, not just the position
 - Mention the training by name—don't just say, "get training"
 - Mention customers/competitors by name

Why Does It Help You?

- It helps the hiring manager “see” you in the job
- Shows the hiring manager that you know what’s required to be successful
- Sets you apart from other candidates as someone who will go the extra mile
- Demonstrates how you will be an asset to the company—helps sell you



Where Should You Present Your Plan?

- In the interview
- If you can't get an interview, email it to the hiring manager as an attention-getter

When Should You Present Your Plan?

- Ideally, as an answer to “How do you see yourself in this job?”
- When you get the question “You don’t have any experience...so why should we hire you?” It shows that you understand the job, even if you’re light on experience
- If you don’t get a direct question, use a discussion of your relevant experience as a lead-in to how it helped you create a 30/60/90-day plan for this job

Q & A with Peggy McKee



Additional Resources

Career Advice – the Career Confidential Blog

www.JobSearchSuccessSecrets.com/blog

Career Tools – Career Confidential eCommerce

www.Career-Confidential.com

Medical Sales Recruiting Services – PHC Consulting

www.PHCConsulting.com



Provide Your Feedback

Email Peggy McKee – peggy@phcconsulting.com

Or

Answer the Email Questionnaire

Or

Contact Us –

www.JobSearchSuccessSecrets.com/contact-us.htm



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www.JobSearchSuccessSecrets.com/blog/dashboard

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Thank you for attending!

