

Scaling a Startup Sales Team Learning Path

Save this checklist to keep track of your progress as you complete each step on your way to learning all-things-Accreditation Prerequisites.

Through this learning path, you'll learn how to build a talent pipeline, calculate sales quotas and build a sales process that's robust enough to power your sales team's long-term growth.

Hiring a startup sales team, and crafting a scalable playbook is perhaps the hardest responsibility a fast-growing startup faces, and the stakes couldn't be higher. In this Learning Path, you'll learn how to hire top talent (from your first rep to your first sales VP), maps your sales process, establish sales quotas and scale your sales playbook as your company grows.

Learning Path Details

Estimated time to complete: 4 hours

Experience Level: All levels of experience

This path is for:

- Leaders looking to scale their startup's sales strategies and tactics
- Founders building out their first sales team or expanding their existing one
- Business leaders looking to optimize their sales pipeline

What will you be able to do?

Here are a few of the things you'll be able to do after completing this learning path:

- How to build a talent pipeline for recruiting and hiring salespeople, from your first rep to your VP of sales
- How to create a sales process that's robust enough to power your sales team's long-term growth.
- How to calculate and document your sales quotas and establish strategies to accomplish them.
- How to prep your sales team to be ready for increased demand and rapid growth.

Learning Path Curriculum

We've curated a collection of educational content to teach you about scaling a startup sales team.

Scaling a Startup Sales Team Learning Path

Step	Training	Details
Step 1 ☐	Building Startup Sales Teams: Tips For Founders HubSpot's founder, Dharmesh Shah, shares 14 tips he has learned from working with early-stage sales teams throughout his career. This grounding article will help you evaluate if it's the right time for your startup to hire sales reps and provide on-the-ground insights from a fellow founder.	Blog Post 4 Min Read
Step 2 ☐	How to Hire Sales Reps In this lesson, you'll learn how to make recruiting and hiring salespeople a process that will build a pipeline of talent you can rely on. We'll also discuss how to create an interview process that will uncover the skills and traits that are most important to your team's success and that will help you make good hiring decisions.	Academy Lesson 2 Videos (24 Mins)
Step 3 ☐	Sales Interview Kit Download this free sales interview kit to gain access to 6 fill-in-the-blank sales job descriptions, interviewing note templates, sales interview questions, and an offer letter template. You'll create a better experience for your candidates and managers -- all while attracting the sales talent that will propel you beyond your team's quota.	Templates 10 Resources (30 Mins)
Step 4 ☐	How to Find (and Hire) the Right Salesperson Hiring an exceptional salesperson is a tricky process. There's no universal blueprint that lays out every step to do it successfully. It takes a lot of finesse and good judgment -- with some pure luck peppered in every now and then. That being said, there are certainly some steps you can take to set yourself in the right direction as covered in this blog article.	Blog 12 Min Read

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Step	Training	Details
Step 5 	Sales Training Techniques and Ideas Sales training gets a bad rap, and it probably deserves it. In this lesson, you'll learn how to create a training program that your team will want to engage with and that will drive results. We'll talk about how to identify training topics, how to structure a training that gets results, how to choose a person to deliver the training, and how to measure your program's overall success.	Academy Lesson 2 Videos (21 Mins)
Step 6 	How to Map a Sales Process In this lesson, you'll learn how to create a sales process that's robust enough to power your sales team's long-term growth. Mark Roberge of Harvard Business School will explain the buyer's journey, and successful practitioners from many different organizations will talk through how to turn the buyer's journey into a sales process that will guide everything your sales team does. You'll learn how to define the steps of your sales process, how to choose a sales methodology to help your team execute those steps, how to combine your process and methodology into a playbook, and how to improve your sales process over time. P.s. If you are utilizing HubSpot for your sales process, we'd suggest also checking out this Academy lesson: Designing your Sales Process in HubSpot	5 Videos (51 Mins)
Step 7 	Sales Pipelines: A Comprehensive Guide for Sales Leaders and Reps In this ultimate guide, we unpack everything you need to know about sales pipeline management, sales pipeline analytics, and how to drive sales pipeline revenue.	Guide 14 Min Read
Step 8 	The Ultimate Guide to Setting Sales Quotas Learn how to set realistic sales quotas to help your salespeople thrive and your business grow. This guide includes a free Excel template to easily calculate drop-off rates and learn how to increase conversion and close rates.	Guide 10 Min Read

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Step 9 	Managing Your Sales Team with HubSpot Reporting Using HubSpot to manage your startup sales? Then this resource will help you learn how the HubSpot reporting can help you manage your sales team more effectively.	Academy 6 Videos (18 Mins)
Step 10 	How to Scale Your Sales Team Effectively, According to AWS' Startup Advocate Business growth can be an incredibly exciting and exhilarating time at your company. But it can also be stressful, challenging, and messy. In this article, you'll learn how to prep your sales team to be ready for increased demand and rapid growth.	Blog 7 Min Read
Step 11 	How to Hire Your First VP of Sales Choosing the right candidate to lead your sales organization is critical to the success of your startup. This article will cover when to hire your first VP and how to source the perfect candidate.	Blog 5 Min Read

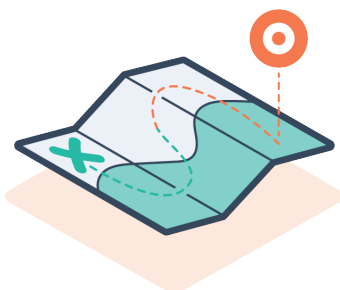
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Resources to get you started

Step	Training	Details
Step 1 ☐	HubSpot for Startups Did you know HubSpot has a startups program that could help you save 30-90% on all the tools you need to increase leads, accelerate sales, and streamline your customer service? HubSpot for Startups partners with thousands of global VCs, accelerators, incubators, and entrepreneurial organizations to help you go from early-stage to the next hottest IPO.	Program Click here to see if you qualify today
Step 2 ☐	HubSpot Community: Startups The HubSpot community is the hub for all conversations around HubSpot. In this startup industry-focused space, we're here to help all HubSpot users ask questions, find answers, and share information with our global network of users.	Forum
Step 3 ☐	How to Scale Sales Operations for Customer-Centered Growth Download this guide to build your company's sales strategy in one simple, coherent plan for all stakeholders to reference.	Guide 30 Min Read
Step 4 ☐	Startup Success Stories While their industry and location may differ, these companies have one thing in common: they grew with HubSpot. These are their success stories.	Testimonials

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CONGRATULATIONS on completing the
the *Scaling a Startup Sales Team* Learning Path!

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