

Welcome to Northwind, Sam!

Your first four weeks, mapped out. Check things off as you go — nothing here is a test, and your buddy Jordan is one Slack message away the whole time.

Role: **Account Executive** Start: **Monday, April 14** Manager: **Alex Rivera** Buddy: **Jordan Ellis**

WEEK
1

Apr 14–18

Get set up & meet everyone

- ☒ Laptop, accounts & SSO activated
- ☐ 1:1s with all six team leads
- ☐ CRM walkthrough with Jordan
- ☒ Welcome coffee with Maya (CEO)
- ☐ Read the brand book + sales playbook
- ☐ Shadow three discovery calls

WEEK
2

Apr 21–25

Learn the craft

- ☐ Product deep-dive with Ava (Product)
- ☐ Write your first ten outreach emails
- ☐ Review a call recording with Alex
- ☐ Run a mock demo for Jordan
- ☐ Book your first solo discovery call
- ☐ Security & data-handling training

WEEK
3

Apr 28–May 2

Take the wheel

- ☐ Own five inbound leads end to end
- ☐ Draft the Pacific NW territory plan
- ☐ Deliver first solo demo — Jordan shadows
- ☐ Sit in on two renewals with Elena

WEEK
4

May 5–9

Own your patch

- ☐ Present the territory plan at standup
- ☐ First forecast call with Alex
- ☐ Take over eight accounts from Riley
- ☐ 30-day check-in + honest feedback note

EQUIPMENT & ACCESS

IT ticket NW-4471 · Dana Kohl

☒ MacBook Pro 14-inch + dock	Issued Apr 11	☒ Slack — #general, #sales, #wins	Invited Apr 11
☒ YubiKey + Okta single sign-on	Issued Apr 11	☐ Notion — playbooks & templates	Live Apr 14
☐ Northwind CRM seat (AE role)	Live Apr 14	☐ Ramp card + expense policy	Alex to approve
☐ Gong + Zoom Pro licences	Requested	☐ Building fob + garage tag	Front desk, L2

WHO YOU'LL MEET

People team books these — say if a time doesn't work

Maya Chen · CEO — welcome coffee **Tue 9:00**

Riley Thompson · Senior AE — account handover **week 4**

Alex Rivera · VP Sales, your manager — 1:1 **Mondays**

Elena Marsh · Customer Success — renewal shadowing **week 3**

Ava Cruz · Product — roadmap deep-dive **Thu, week 2**

Dana Whitfield · People — benefits & 30-day check-in

WHO TO ASK

BUDDY	Jordan Ellis — @jordan on Slack. Anything, anytime, no question too small.
MANAGER	Alex Rivera — Mondays 10:00, or #sales-leads.
PEOPLE	Dana Whitfield — payroll, benefits, time off.
IT	#ask-it — laptop, access, licences.

GOOD TO KNOW

Standup is 9:15 daily and cameras are optional before coffee. Fridays are meeting-light — that's writing and prospecting time, protect it.

Expense anything under \$75 without asking. Wednesday team lunch is on the company. The good espresso is in the second-floor kitchen; Jordan has the beans hookup.

30 DAYS

First solo demo delivered · 20 outreach sequences live · five open opportunities

60 DAYS

First closed-won deal · joining forecast calls · certified on pricing & the security FAQ

90 DAYS

Full quota ownership · territory plan approved · 90-day review sets H2 goals