

SALES ONBOARDING PROGRAM



THE WHEEL GROUP 2026
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BEFORE NEW HIRE STARTS

SETUP FOR SUCCESS

Give The New Hire Login To:



HubSpot

PRO

Klipfolio

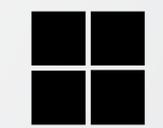


Power BI

RingCentral



SAP Concur



Microsoft

FIRST WEEK

Hubspot Training

[HubSpot - Academy](#)

Understanding The Sales Hub Starter Tools

[HubSpot - Academy](#)

Hubspot Sales Software

[HubSpot - Academy](#)

Introduction Into Sales Hub

[HubSpot - Academy](#)

Using Sales Content Tools

[HubSpot - Academy](#)

Prospecting Sales In Hubspot PT 1

[HubSpot - Academy](#)

Prospecting Sales in Hubspot PT 2

[HubSpot - Academy](#)

Lead Management in Hubspot

[HubSpot - Academy](#)

Sales Training

Inbound Sales

[HubSpot - Academy](#)

101 Sales Qualifications

[HubSpot - Academy](#)

How to Close a Sale

[HubSpot - Academy](#)

Prioritizing Active Buys vs Passive Buyers

[HubSpot - Academy](#)

Enabling Your Sales Team to Spend More

Time Selling (management but still relevant)

[HubSpot - Academy](#)

Brands & Catalogs

[Brand Playbooks](#)

[Digital Catalogs](#)

[AMP Tires Marketing Assets](#)

Team Introductions

Building strong relationships starts on day one. New hires will connect with leadership and cross-functional teams to understand roles, responsibilities, and how collaboration drives success across TWG.

Warehouse 101

Understanding the warehouse is key to understanding the business. This session walks through fulfillment, logistics, and inventory flow, giving new hires the operational context needed to better support customers and manage expectations in the field.

PRODUCT TRAINING

Wheel Breakdown Training

[How To Measure A Bolt Pattern: A Guide To Measuring Wheels | JEGS](#)

Dirty Life Race Wheels Overview

[Dirty Life Wheels Offers Wheels for Everyone! | SEMA 2022](#)

Tire Breakdown and Amp Training

[Tire Info 101](#)

[All-Terrain vs Rugged Terrain vs Mud Terrain Tires](#)

[AMP Tires Terrain Pro & Terrain Attack Buyers Guide for Jeep Wrangler & Gladiator](#)

AMP Pricing

[AMP TIRES MASTER USA](#)

TPMS Training

[WHAT is TPMS? HOW does TPMS work? WHY do I need TPMS? \(Tire Pressure Monitoring System\)](#)

[Multiple Sensor Programming](#)

[JTWG Software Update - Tutorial](#)

Territory Review

A detailed walkthrough of the sales territory, highlighting key customers, growth opportunities, and expectations. New hires gain clarity on account management, planning, and regional priorities.

BA4x4 Training

[Body Armor 4x4 2024 Product Sales Training | Brandfolder](#)

[Understanding the Aftermarket Wheel Business](#)

[HISTORY OF DOMESTIC AFTERMARKET WHEELS | Fitment Industries](#)

General Sales Training

Introduction to our core sales strategies, prospecting methods, and relationship-building approach. New hires will learn how to effectively manage accounts, identify opportunities, and drive consistent revenue growth.

SECOND WEEK

PRO TRAINING (INVOICE, TRACKING, SETUP ETC)

Understanding the warehouse is key to understanding the business. This session walks through fulfillment, logistics, and inventory flow, giving new hires the operational context needed to better support customers and manage expectations in the field.

IN THE FIELD, MEETINGS WITH KEY CUSTOMERS IN TERRITORY

Accompanied meetings with strategic accounts to observe customer interactions, sales discussions, and territory dynamics. This hands-on experience reinforces classroom training with real-world application.



THIRD WEEK

DAY IN THE LIFE OF A SAM

A guided shadowing experience that provides insight into the daily responsibilities, workflows, and priorities of a Sales Account Manager. This session helps new hires understand expectations and real-world time management.



ON THE PHONES

Hands-on phone training designed to strengthen communication skills, customer engagement, and problem-solving. New hires apply sales and product knowledge while managing real customer interactions.



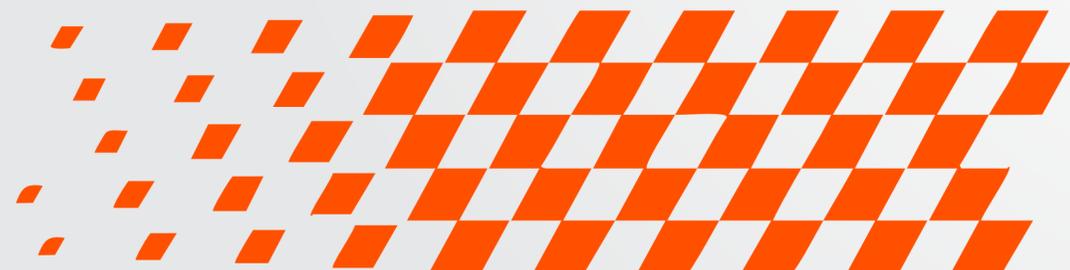
FOURTH WEEK

IN THE FIELD WITH MANAGER

Guided field time alongside a sales manager to observe advanced account strategy, customer engagement, and territory execution. This session reinforces best practices and aligns new hires with leadership expectations.

READY TO EXECUTE

This program is designed to equip every Sales Account Manager with the knowledge, tools, and confidence needed to succeed. Completion marks the beginning of ownership, accountability, and growth within the territory.



TWIG

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