SGC TECH AI

The Employee Journey

Your full path at SGC — from Day 1 onboarding through SDR progression, the career ladder, and beyond. Understand where you start, how the CES system tracks your growth, and what every stage expects of you.

Overview

From First Day to Career Ladder

The Employee Journey at SGC maps every stage of your time with the company. It is not a passive document — it is the operating system for your growth. Each stage has defined responsibilities, a daily workflow, and measurable performance expectations tracked through the CES (Comprehensive Evaluation System).

> The promise: if you execute the daily system and hit the metrics at each stage, progression is automatic. The ladder is designed for upward motion.

The Journey at a Glance

Onboarding & CES → **L1 — SDR** → **Career Ladder** → **Growth & Offboarding**

01

Onboarding

Complete CES training, learn the product story, the playbook, and your tools. Day 1 ends with the written assessment.

02

L1 — SDR

Entry-level sales development: research, outreach, and booking meetings. Output is measured, not hours.

03

Career Ladder

Advance as your metrics hold: SDR → closer → team lead → management. The ladder sets the bar per rung.

04

Growth & Offboarding

Continuous skill development. If you leave, offboarding is professional, structured, and data-driven.

STAGE 1

Onboarding with CES

The Comprehensive Evaluation System (CES) is how SGC evaluates system and process effectiveness — and in onboarding, it is how we evaluate your readiness for the sales floor.

- **Day 1 written assessment** — covering the core concepts of the CES framework and your role. Pass mark: 70%. You may take it once.
- **Structured 10-day cycle** — your first two weeks follow a daily rhythm of learning, practice, and live execution.
- **Performance expectations** — by the end of onboarding you must demonstrate the full sales conversation: value opener, discovery, presentation, objection handling, close.

> Key principle: CES measures output and effectiveness — not effort. Bring a working daily system, not hours of activity.

The 10-Day Onboarding Cycle

Days 1–2 · Foundation

Product story, company profile, playbook reading, CES framework.

Days 3–4 · Script

Learn openers, discovery questions, objection library, and the full script.

Days 5–6 · Practice

Roleplay against the gatekeeper script and full conversation flow.

Days 7–10 · Live

Real research and outreach under supervision. Assessment on Day 10.

STAGE 2

L1 — Sales Development Representative

As an L1 SDR, your job is singular: generate qualified, verifiable opportunities. You do this through the daily execution system, not through luck or volume alone.

Your Daily System

- **Research block** — prospect intelligence before any touch: company, persona, pain, and trigger events.
- **Outreach block** — a disciplined number of value-driven touches per day, logged in the CRM.
- **Follow-up block** — the majority of deals close after multiple touches. Your follow-up is scheduled, not remembered.
- **Review block** — end of day: log results, update the pipeline, and plan tomorrow.

> Metrics that matter: research quality, touches logged, meetings booked, and the discovery-to-meeting conversion rate. The CRM is the single source of truth.

Advancing Out of L1

Progression is triggered when you hold your meeting-booking and conversion metrics above the L1 threshold for a sustained period, and can demonstrate the full conversation without a script in front of you.

The 90-Day Performance Gate

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Every SDR is reviewed against three checkpoints over the first 90 days. The gate is hard: failure at any checkpoint terminates the role on the first business day of the following month. There is no extension, no soft landing, and no second review.

MONTH 1

AED 200K Pipeline

Qualified pipeline of AED 200,000 — sent proposals, booked meetings, and research-qualified leads, weighted and tracked in the CRM.

Failure → termination Day 1 of Month 2

MONTH 2

1 Deal at Near Close

At least one deal with proposal sent and initial agreement confirmed by the prospect.

Failure → termination Day 1 of Month 3

MONTH 3

1 Closed Deal

At least one signed or paid deal revenue booked.

Failure → termination Day 1 of Month 4

The CRM is the single source of truth. Pipeline is reviewed weekly; the gate is reviewed monthly. This section is the binding reference for any SDR performance question.

STAGES 3 & 4

Career Ladder & Growth

The Ladder

L1 SDR → **L2 Closer** → **Team Lead** → **Management**

Each rung raises the bar on the same fundamentals — research quality, conversation skill, objection handling, and closing — plus new leadership responsibilities. Your CES evaluations and pipeline history are the evidence used for promotion reviews.

Growth Responsibilities

- **Own your numbers.** Review your own metrics weekly against the ladder thresholds.
- **Coach others.** Team leads are judged on their team's output, not their own.
- **Contribute to the playbook.** The best scripts come from live wins and losses.

Offboarding

If you move on, offboarding is structured: a documented handover of your pipeline, a final CES review, and professional reference handling. SGC maintains the relationship — many former team members return or refer.