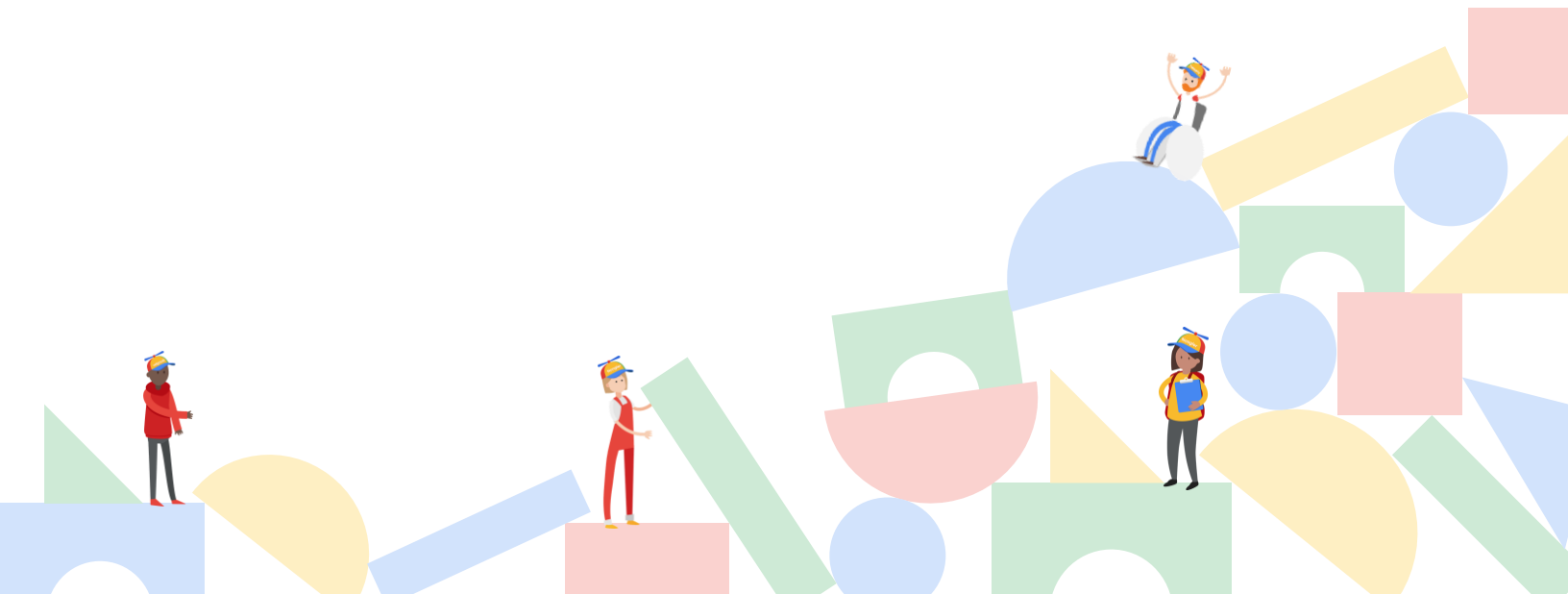



Manager Workbook

For the manager to onboard the noogler. Follow along with noogler essentials curriculum.





Managers' Workbook Objective

 Key objectives:

- ✓ Ensure knowledge around KS+ Noogler Essentials
- ✓ Ensure awareness on Kickstart+ Nooglers' path
- ✓ Provide transparency around what is expected of the KS+ manager during the Noogler Essentials onboarding experience



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Prior To Noogler Start Date



1

CHAPTER 1

Welcome to the KS+ Noogler Essentials Manager Workbook



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Welcome to the KS+ Noogler Essentials Manager Workbook

Hello KS+ Managers - congrats on your Noogler! This workbook will be your roadmap for your Noogler's first quarter at Google.

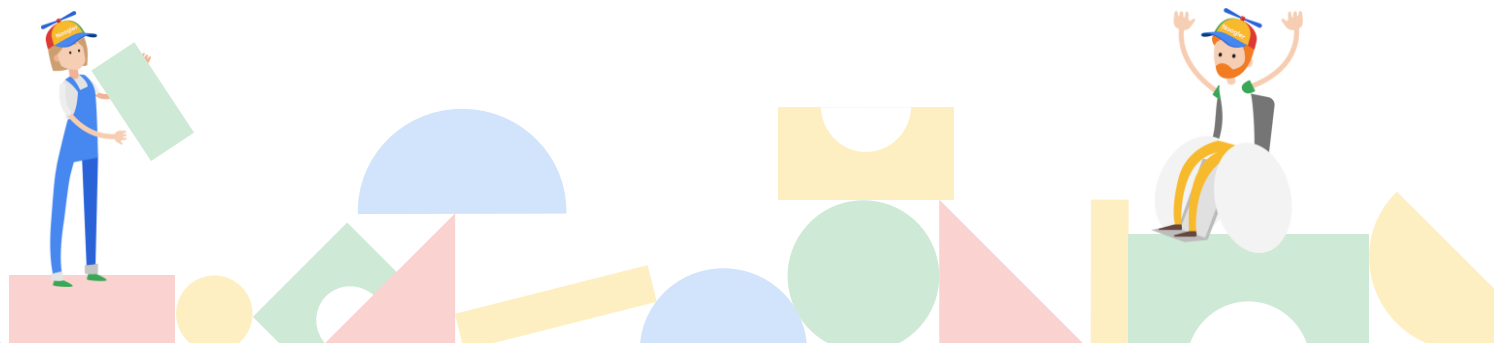


Managers, watch [this intro video](#) to learn how to use this workbook.

Following Noogler Essentials, Nooglers will transition to on-the-job regional training, working on-target within assigned regional pods, or both depending on timeline



[▶ Here you can find an intro video](#) that the Noogler will be watching, so that you can familiarize yourself with the Noogler Essentials process



2

CHAPTER 2




Roles and Responsibilities

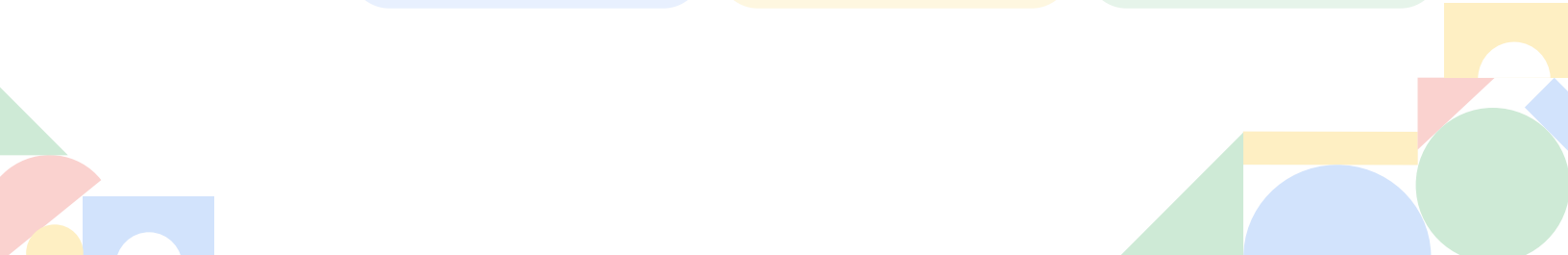
✓ Noogler, Manager, Mentor



Roles and Responsibilities:

▶ [Watch this video roles and responsibilities](#)

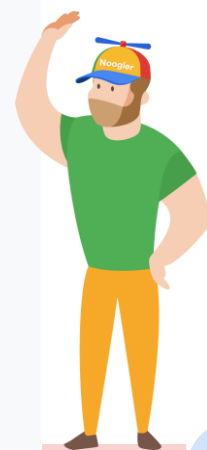
	 Noogler	 Manager	 Mentor
Trainings & Fieldwork	Complete workbook modules; trainings, fieldwork, and assessments, within assigned timeframe	Reinforce completion of workbook modules within assigned timeframe	Support fieldwork activities through Noogler enablement: call shadows, module topic 1:1s, CID practice within assigned time frame
Feedback	Seek feedback from manager and mentor	Provide real time feedback based on fieldwork, milestone assessments, and mentor evaluation	Provide feedback from relevant module coursework and fieldwork activities
Module Assessments	<ul style="list-style-type: none"> ● Complete milestone assessments on schedule ● Schedule milestone assessment and manager debrief 1:1s within assigned timeframe 	Grade milestone assessments based on assigned rubrics	Support skill gaps and action plans
Final Job Readiness Assessment + Action Plan	N/A	Complete final job Readiness Assessment + and make personalized Noogler Action Plan with mentor	Complete final job Readiness Assessment + and make personalized Noogler Action Plan with manager
Equity & Inclusion		<ul style="list-style-type: none"> ● Set clear onboarding expectations & roadmap ● Thoughtful mentor pairings ● Golden hour (link) conversations 	Help incorporate Noogler into KS+ community



3

CHAPTER 3

Noogler Ramp Expectations



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Noogler Ramp Expectations

[▶ Watch this video ramp expectations](#)

Pre/On Target

Pre-Target

Onboarding Experience

Google Sales School

Noogler Essentials

Measurement

GSS Assessments

Five Noogler Essentials Milestone Assessment

- Manager Feedback and skill gap analysis to assess job readiness

Final Noogler Essentials Job Readiness Assessment with corresponding personalized Noogler action plan for first quarter on target

On-Target within Pod

Noogler is on target, so they will have assigned accounts.

Onboarding will occur more commonly within the pod as this point.

Manager performance feedback

First Quarter on Target Regional Noogler Standards (slide 12)

- Contact Rate
- Pitch Rate
- Adoption Rate
- UAA Win Rate

Check-ins on personalized Noogler action plan created from Final Job Readiness assessment



4

CHAPTER 4

Noogler Performance Expectations

- ✓ Pre-Target Milestone Assessment Grading
- ✓ First Quarter on Target Regional Performance Expectations



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Performance Checks: Noogler Essentials Milestone Grading Expectations

▶ Watch this video: [Performance Expectations Review](#)

Milestone	Format	Grading Scale	Rubric Link	Manager Time Commitment
1	Recorded Video	0% - 100%	AMER APAC EMEA	30m
2	Outreach Test Mock Call	0% - 100% 0% - 100%	AMER APAC EMEA	1hr
3	Lead Gen Outline Lead Gen Opportunities Online Sales Outline Online Sales Opportunities	0% - 100% 0% - 100% 0% - 100% 0% - 100%	AMER APAC EMEA	1.5hr
4	Pre-Call Plan Test Mock Pitch Call	0% - 100% 0% - 100%	AMER APAC EMEA	1hr
5	Mock Upsell Call	0% - 100%	AMER APAC EMEA	45m
Final	Manager/Mentor Grading	Pass/Fail + Action Plan	Final Job Readiness	1hr

Milestone Assessment Grading Guidance

Grade	Pass / Fail	Next Steps
80 % - 100 %	Pass	Move to next course
70 % - 80 %	Pass	Manager guidelines on topics that need more practice + check in
< 70%	Fail	Manager intervention, Noogler can practice, re-take milestone assessment

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Performance Check: First Quarter on Target

Manager

**Global and Regional averages are based on all Noogler first quarter on target performance for start dates of 1/1/2020 - YTD.*

Best In Class
Top 10% +

Summary - 1st Qtr **Top 10%** Performance

	Successful			
	Contact Rate	Pitch Rate	Adoption Rate	UAA Win Rate
AMER	84%	84%	66%	62%
EMEA	77%	67%	52%	40%
APAC	76%	74%	57%	52%
Global	83%	83%	61%	56%

Great
Top 25% - 10%

Summary - 1st Qtr **Top 25%** Performance

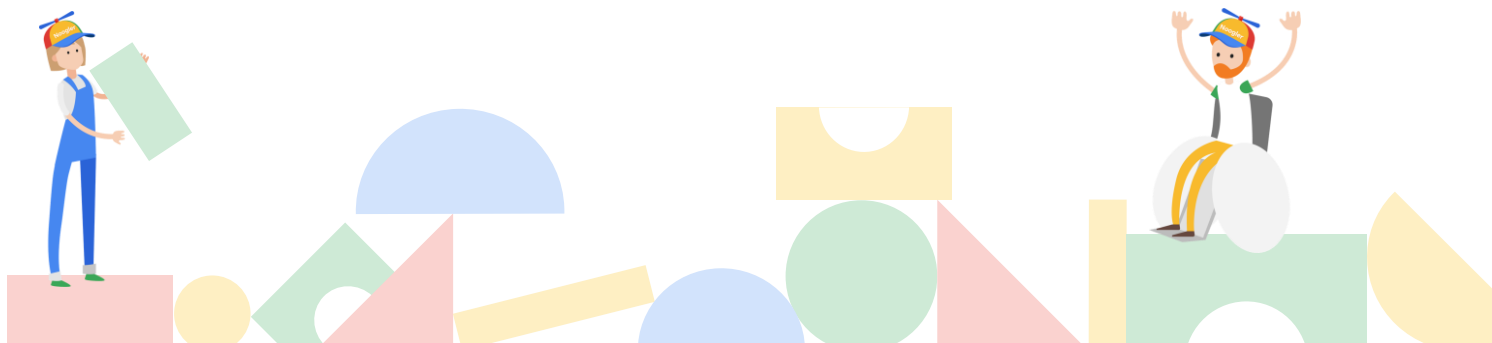
	Successful			
	Contact Rate	Pitch Rate	Adoption Rate	UAA Win Rate
AMER	82%	82%	56%	51%
EMEA	76%	64%	46%	35%
APAC	70%	63%	50%	46%
Global	78%	77%	52%	45%

Good
Top 50% - 25%

Summary - 1st Qtr **Top 50%** Performance

	Successful			
	Contact Rate	Pitch Rate	Adoption Rate	UAA Win Rate
AMER	76%	74%	47%	43%
EMEA	67%	50%	38%	33%
APAC	67%	60%	48%	44%
Global	70%	63%	45%	38%

Needs improvement
< 50%



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CHAPTER 5

Manager / Noogler Monthly Connection Check Ins



Noogler / Manager connection check in monthly

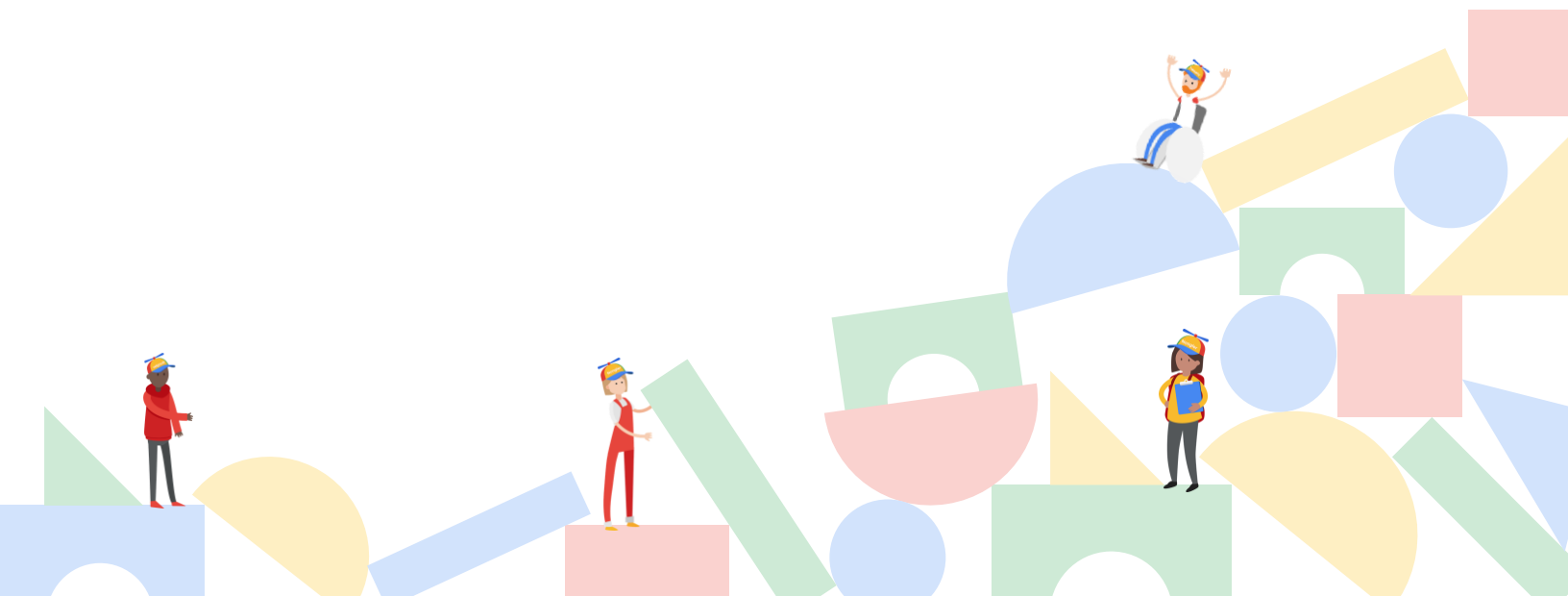
[▶ Watch this video overview](#)

In addition to milestone assessment grading and feedback sessions, managers should set up monthly “connection” check ins with the Noogler to review:

Noogler Onboarding Progress vs. milestones

“Connection” check

- Wellbeing check-in
- Community check-in
- Acknowledge and support ongoing connection needs
- Golden hour conversations ([link](#))



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CHAPTER 6

Noogler Timeline Overview



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Noogler Timeline

 **3 Phases, 5 Modules**

 **Week #0: Noogler starts at Google**

Google Sales School Week 1-6

Phase 1: Orient to Kickstart+

Week #1 Module 1: Program Foundations

- **Focus:** Learning about the Foundational elements of KS+

Milestone assessment 1

Week #2 Module 2: Customers we work with

- **Focus:** Learning about the customer nuances, relationships, and outreach flow for each of our acquisition channels

Milestone assessment 2

Phase 2: Go-Pro with Google Solutions

Week #3 Module 3: Product Excellence

- **Focus:** Product Excellence; building and optimizing for each marketing objective.

Milestone assessment 3

Phase 3: The KS+ Sales Process

Week #4 Module 4: Customer Calls & Operational Excellence

- **Focus:** Call planning centered around customer success and Google incentives, finessing customer call flow, and working with partner teams

Milestone assessment 4

Week #5 Module 5: Customer Growth

- **Focus:** Put it all together with the Ads Growth Formula and customer digital sophistication

Milestone assessment 5

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What is Kickstart+ Noogler Essentials?

Noogler Essentials is designed to accelerate your job-readiness with program-specific trainings that advance the foundations you built in Google Sales School (GSS).

Through a series of modules, you'll:

- gain deeper **product knowledge**
- explore the **sales process**
- and extensively practice your **sales skills**.



With each stage of your seller journey, your manager and mentor will be there to provide support and feedback!



Phase 2:
Go Pro with Google Solutions

Phase 3:
The KS+ Sales process

Phase 1:
Orient To Kickstart+

Phase 4:
Elevate Your Sales Skills (On-Target)

Note: NBS Nooglers in GCS will attend 'NBS Academy' during the time that 'Get to Know Google Solutions' will run. Nooglers will be calendared as relevant, but please reach out with any questions.

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Noogler Start Date



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CHAPTER 7


Noogler's Week 0 At Google


- ✓ Welcome the Noogler
- ✓ Mentor Selection
- ✓ Noogler / Manager / Mentor Kickoff




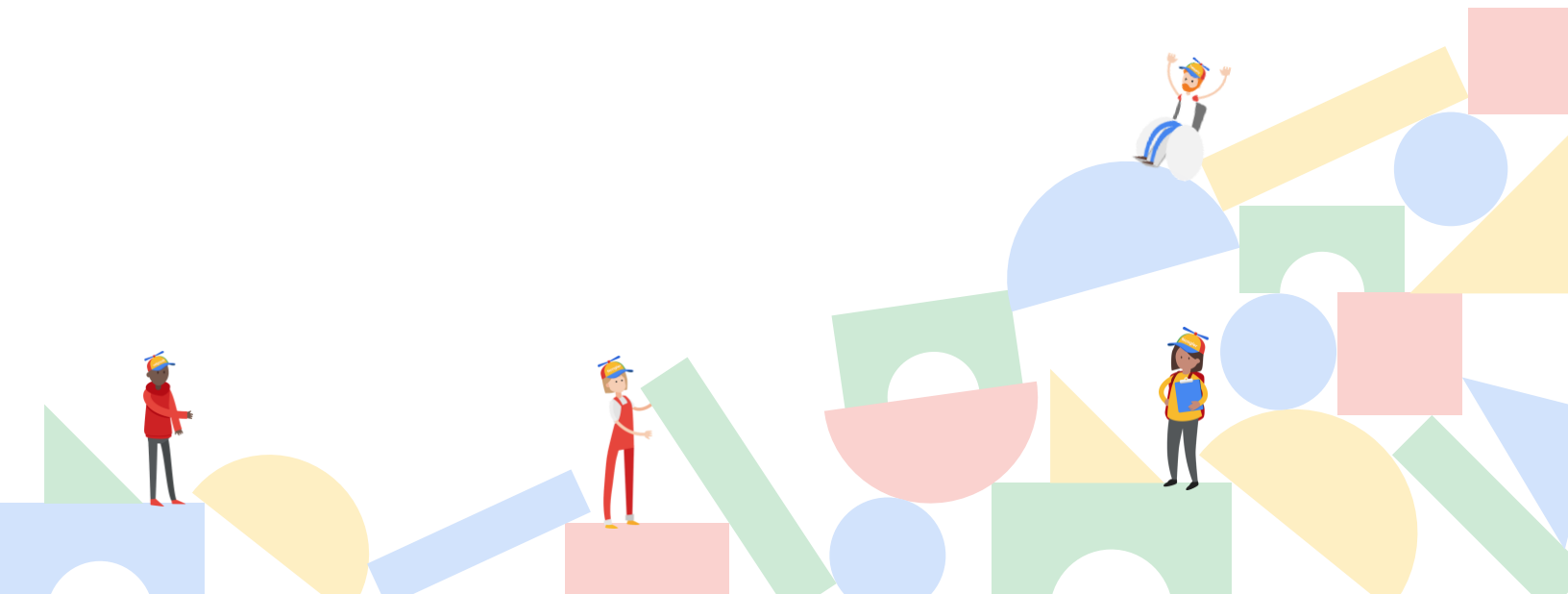
Welcome the Noogler to Kickstart+

Pre-Google Sales School, Part 1

- 1  **Ensure Noogler is assigned to a pod prior to starting on Kickstart+**
 - Work with your manager/team lead, RSO, HR to assigned headcount to respective pods

- 2  **Pair Noogler with Mentor**
 - **Mentor Selection Guidance on the next slide**
 - Send email introducing mentor & noogler and set expectations
 - Mentors will also receive an Noogler Essentials workbook specific to their roles and responsibilities for Noogler Onboarding
 - Schedule a 1:1 with mentor to align on roles & responsibilities (slide 5), expectations, and timelines.

- 3  **Share the Noogler Checklist with the Noogler**
 - **Noogler Checklist [HERE](#)**



Mentor selection guidance

Background and Experience

As we continue to grow our team with diverse talent, it is increasingly important to set our Nooglers up for success from Day 1.

Prior to selecting the mentor to be paired with the Noogler, consider:

- If the new hire is from an underrepresented group (URG)
- If the new hire joins Google with limited role experience
- If the new hire joins Google with limited professional experience

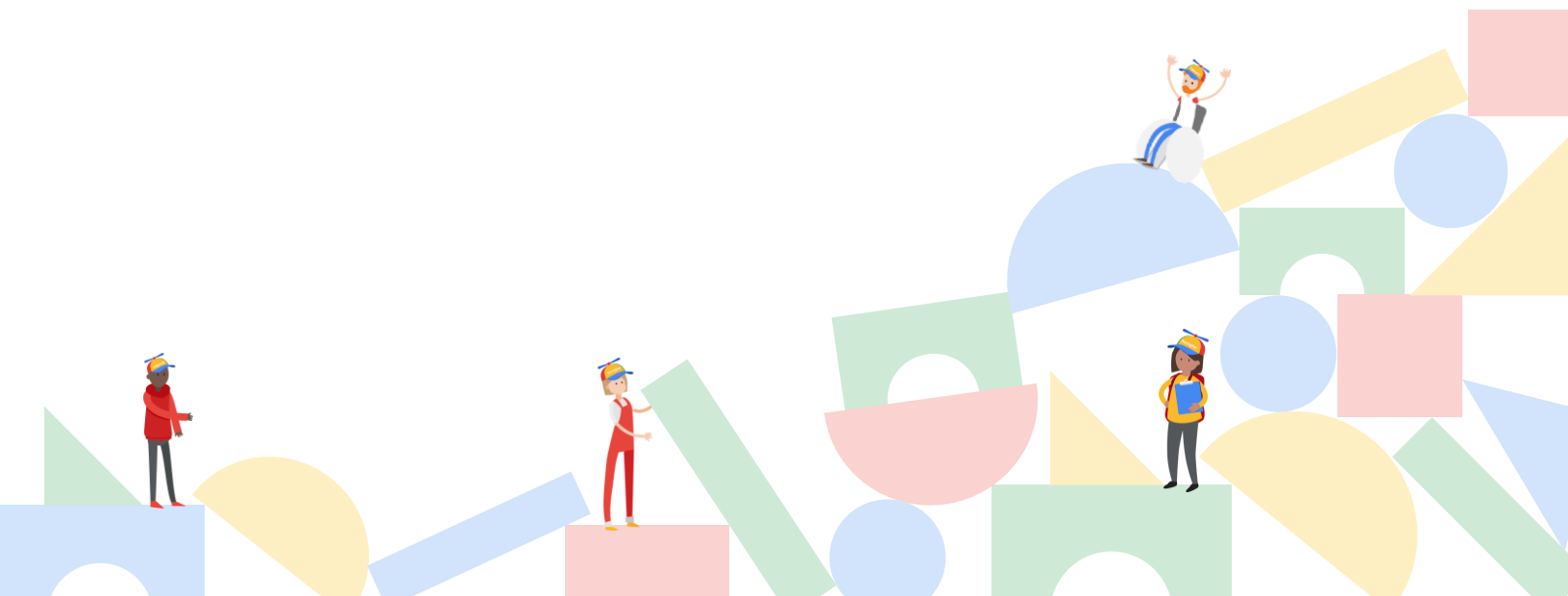
Based on these considerations, we recommend taking a thoughtful approach in how you deploy your most experienced mentors.



NOTE:

Best practice recommendation is to select a mentor **on the same pod** as the Noogler, so that there is added incentive for the mentor via future pod metrics.

If this isn't possible, then the next best recommendation is to selection a mentor from the same **region** to aid with regional nuances.

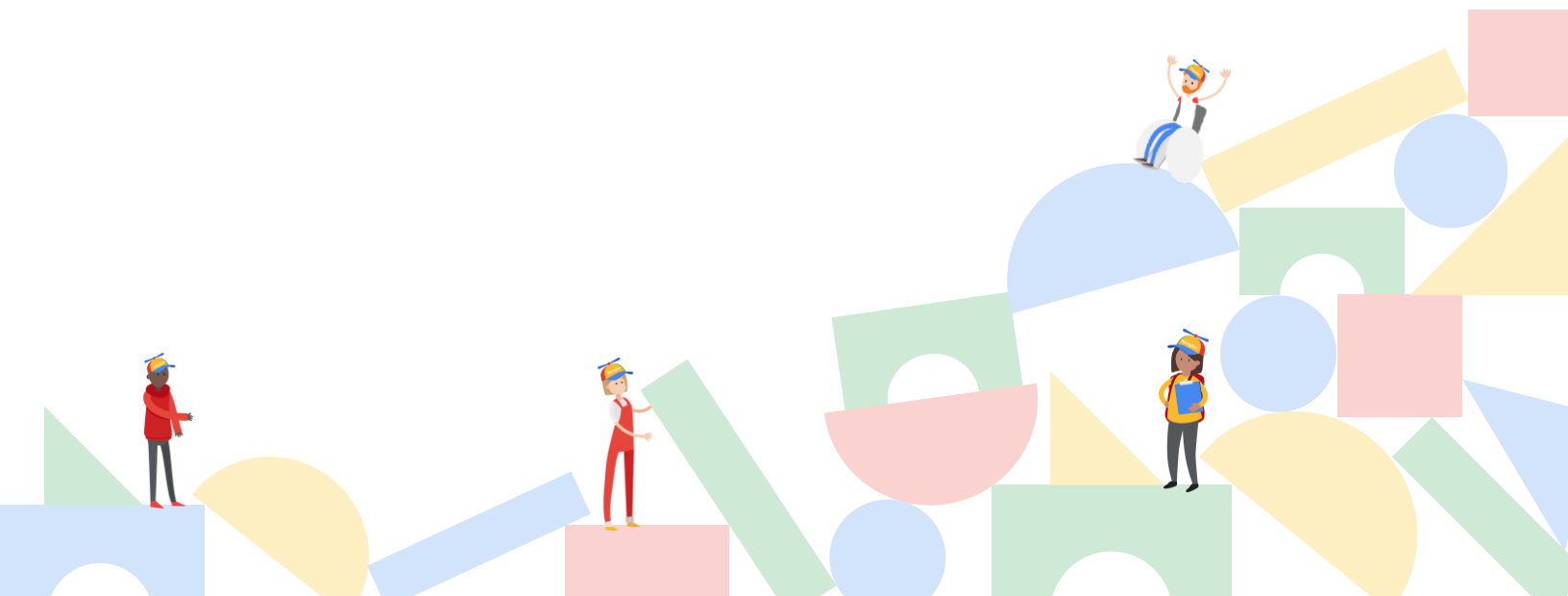


Welcome the Noogler to Kickstart+

Pre-Google Sales School, Part 2



Ensure Noogler feels welcomed

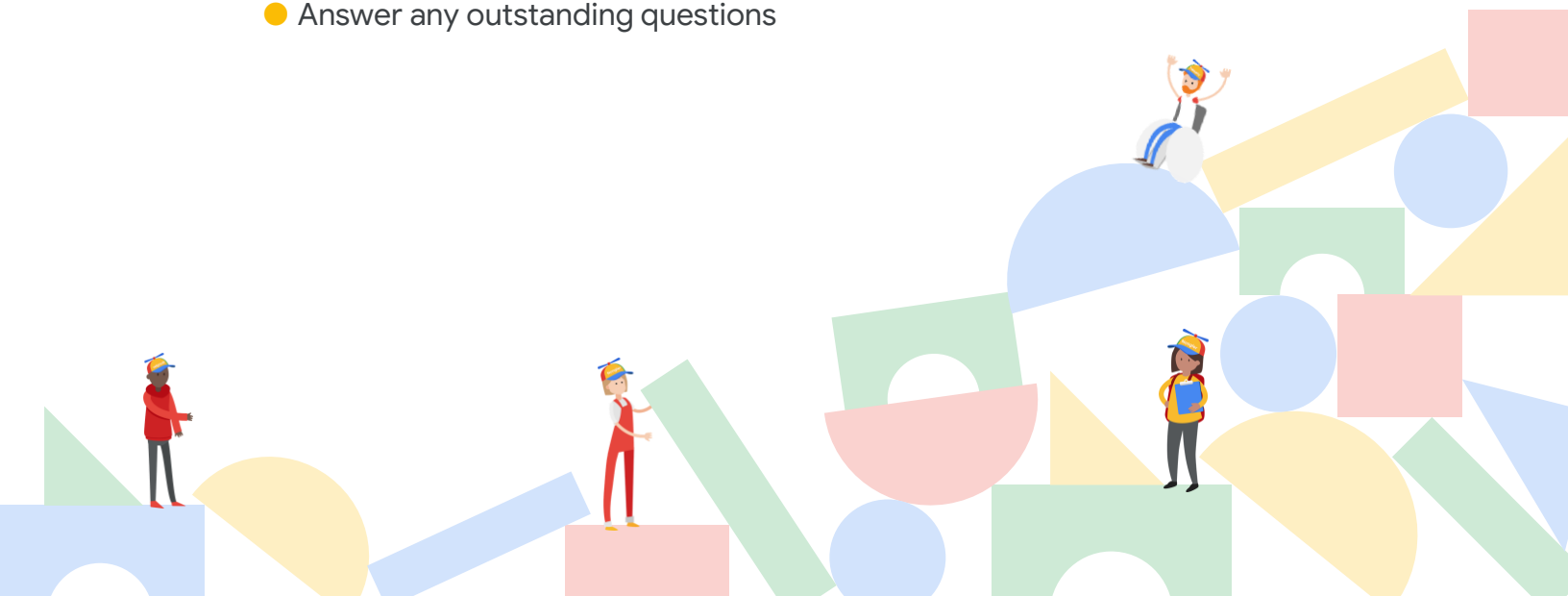
- Send email welcoming Noogler to the team
- Schedule recurring 1:1 with Noogler
- Add Noogler to the most relevant aliases (program, team, ETC.) and ensure they are invited to the team meetings
- Ensure time in the first team meeting for introduction
- Fun Activity with Noogler: ex. Team Breakfast/Lunch



Welcome the Noogler to Kickstart+

Pre-Google Sales School, Part 3

- ①  **Scheduled 60m for the “Welcome to KS+” 1:1 with the Noogler.**
 - Provide an overview of the Noogler Onboarding experience
 - GSS
 - Noogler Essentials
 - Review Ramp Expectations for the Noogler
 - GSS Assessment
 - Noogler Essentials Milestones + Feedback
 - Final Job Readiness Assessment + Action Plan
 - First Quarter on Target Performance
 - Review the roles of mentor and manager as it relates to the Noogler Onboarding Experience
 - Instruct the Noogler to complete the [Meyers-Briggs Personality type quiz](#)
 - Set up an additional 1:1 to review results, and understand the Noogler’s working style
 - Use these results as a base point for **connection check-ins** (slide 9) throughout the Noogler’s onboarding experience
 - Encourage Noogler to reach out to team & extended team members
- ②  **Schedule a 30m call for “KS+ Noogler Essentials Kickoff” with Noogler, manager, mentor. Manager leads the call.**
 - Reiteration of roles and responsibilities for each party
 - Overview of Noogler’s next step
 - GSS
 - Noogler Essentials
 - Answer any outstanding questions





The Noogler will be in Google Sales school for the next ~5-6 weeks. You will revisit this workbook upon Nooglers' completion of Google Sales School.

Proceed to Week 1 of Noogler Essentials, Foundation of Kickstart+



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CHAPTER 8

Noogler Essentials Begins

- ✓ Milestone 1
- ✓ Milestone 2
- ✓ Milestone 3
- ✓ Milestone 4
- ✓ Milestone 5



Week #1

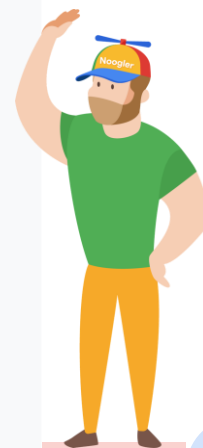
MODULE 1

Foundations of KS+

Learning about the foundational
elements of KS+

 Key Manager objectives:

- ✓ Understand Noogler Learning Path
- ✓ Grade Noogler Job Readiness through Milestone 1



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Foundations of KS+

Learning about the Foundational elements of KS+

→ **Chapter 1: Learning Foundations of Kickstart+**

Onboarding to KS+ expectations setting ✓

- What to expect through Noogler Essentials

Google's Evaluation Process: GRAD

- Explain Google's performance evaluation philosophy and process (individual + pod metrics, GRAD)

GRAD: KS+ Performance Evaluation

- Explain the performance evaluation metrics for sellers in KS+ (core vs GBO vs PGAs)

KS+ Customer Relationships ✓

- Customer relationship and best practice on call volume and outcomes

Ads Growth Formula Intro

- Intro to the AGF: How we work with our customers

Introduce Yourself & Ads Growth Formula ✓

- Intro to the role: How we introduce ourselves (fun)

Account Assignments

- Understand how Account assignment works (New Q3 2022 model)

COURSE 1: Milestone assessment

✓ **FIELDWORK REQUIRING MENTOR ENABLEMENT**





Intro for manager

For this assessment, your Noogler will practice their intro as a KS+ Seller, as if they were on a customer call. **You will be grading the Noogler [following this rubric](#).**

**Note - because this is their first assessment, we intentionally kept it light. Milestones following the first one will build with skill development.*

 30 minutes

-
-  Your Noogler will record their Intro video via Threadit, and share it with you via email. Grade the recorded intro via the Assessment 1 grading rubric for your region. [Slide 12](#).
 -  Your Noogler will set up a 30m 1:1 with you to review their recording as well as the rubric and feedback you graded.

Week #2

MODULE 2

Customers We Work With

Learning about the customer nuances,
relationships, and outreach flow for each
of our acquisition channels

 Key Manager objectives:

- ✓ Understand Noogler Learning Path
- ✓ Grade Noogler Job Readiness through Milestone 2



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Customers We Work With

Learning about the customer nuances, relationships, and outreach flow for each of our acquisition channels

→ Chapter 1: Assisted Sign Ups (ASU)

Internal Sync ✓

- Conduct an internal sync with NBS to understand customer MOs, media plan, and launch plan

Intro Call ✓

- Conduct an NBS intro call to ensure handoff excellence

Launch Call ✓

- Conduct an NBS launch call with proper expectation setting and customer centric selling

Pipeline

- Working with NBS: pipeline management, deal pacing, working together

→ Chapter 2: Self-Sign Ups (SSU)

Outreach

- Outreach 101
- Uncovering Contacts ✓

Outreach Messages ✓

- Craft and deliver tailored outreach messages

Discovery Call ✓

- Host a discovery call uncovering customer MOs

SSU Operational Excellence

- Identify workflow & organizational strategies for maintaining required volume of outbound efforts

→ Chapter 3: Agency Partners (3P)

Working with Agencies 101

- Leverage all tools available for agency and customer contactability
- Navigate the specifics of an Agency world: mapping, stakeholders, value-adds, etc.
- Craft and deliver tailored outreach messages based on agency best practices
- Host a discovery call uncovering agency + customer MOs

COURSE 2: Milestone assessment

✓ FIELDWORK REQUIRING MENTOR ENABLEMENT



Customers We Work With Assessment





This assessment will test the skills learned in the Customers We Work With section of Noogler Onboarding, with a focus on SSU outreach and discovery calls. The skills the Nooglers have been learning for this section include, finding customer POCs, drafting compelling email outreach, and hosting a Discovery Call with a new customer.

This assessment will be divided into two parts: outreach, and a mock discovery call.





[Following this rubric](#), you will assess the drafted outreach email sent to you by your Noogler. Then, the Noogler will schedule a 1:1 with you to have a mock discovery/intro call. Be sure to fill in your Noogler's scores live, so feedback can be shared asap.

 60 minutes

Part A: Outreach

-  Pick a live customer in your team's book, and share the **Google Ads Account CID** with the Noogler.
-  The Noogler will find 2 points of contact for the account. This could be two emails, or an email and a phone number.
-  The noogler will write an outreach email containing the key points to an effective outreach email (in rubric), and send it to you.
-  Grade the email via the Assessment 2 grading rubric for your region. [Slide 12](#).

Part B: Mock Discovery Call

-  The Noogler will set up a 45m 1:1 to do a mock discovery call. You will be playing the role of the customer from part A. Familiarize yourself with the customer's account, business model, MO, etc. so that you can speak to it on the discovery call.
-  30m: Play the role of the customer for the discovery call.
-  Grade the mock discovery call via the Assessment 2 grading rubric for your region. [Slide 12](#). Feel free to make notes in the notes section.
-  15m: Debrief with the Noogler using the rubric as your feedback source.

Week #3

MODULE 3

Product Excellence

Product Excellence; building and optimizing for each marketing objective.

🎯 Key Manager objectives:

- ✓ Understand Noogler Learning Path
- ✓ Grade Noogler Product Readiness through Milestone 3



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Product Excellence

Product Excellence; building and optimizing for each marketing objective.

[→ Chapter 1: Marketing Objective Refresher](#)

MO Refresher

- MO Refresher: Re-introduce uncovering marketing objectives

[→ Chapter 2: Building for MO](#)

Build for Lead Gen ✓

- Build Google Ads campaigns for Lead Gen customers (search, upper funnel if necessary)

Build for Online Sales ✓

- Build Google Ads campaigns for Online Sales customers (search, shopping, upper funnel if necessary)

Build for Offline Sales ✓

- Build Google Ads campaigns for Online Sales customers (search, shopping, upper funnel if necessary)

Build for Awareness ✓

- Build Google Ads campaigns for Awareness customers

[→ Chapter 3: Navigating](#)

Google Ads

- Locate key features in the interface and articulate the function of each of them

Smart Bidding ✓

- Smart Bidding, Value Bidding

Optiscore / AAR ✓

- Optiscore / AAR

Spotting Opportunities for Impact ✓

- Spot account opportunities for improvement through optimization & launch, as it relates to incentives (points + UAAs)

Logging Offerings in Connect Sales ✓

- Compliantly log offerings in connect sales based on opportunities available in the account.

COURSE 3: Milestone assessment

 FIELDWORK REQUIRING MENTOR ENABLEMENT



Intro for manager

This assessment will culminate all learning for product excellence. The skills the Nooglers have been learning for this section include, building for each MO (including bidding strategies), spotting opportunities in live accounts, and pitching for points and UAAs.

This assessment will be divided into two parts: Lead Gen and Online Sales. For both business models, the Noogler will be asked to outline the appropriate campaign build, and share opportunities for optimizations as it relates to incentives.

[Following this rubric](#), you will assess the outline and optimization skills for the two customer business models. Be sure to fill in your Noogler's scores live, so feedback can be shared asap.









Product Excellence




Part 1: Lead Generation Customers

Part A: Campaign outline

- 1  Pick a lead gen customer in your team's book, and share the **website and the customer MO** with the Noogler.

*Note - when picking the customer, ensure that it has campaign(s) that are built based on best practices. Recommendation is to pick an ASU account.
- 2  Your Noogler will build a [lead-gen campaign outline](#) based on the best practices they learned in training. They will include 1) product mix 2) justification for product mix 3) recommended bidding 4) measurement
- 3  Your Noogler will share their completed outline with you, and proceed to Part B for Lead Gen.
- 4  Grade the outline portion of the assessment via the Assessment 3, lead gen grading rubric for your region. [Slide 12](#).

Part B: Spotting Opportunities

- 1  Now that the Noogler has shared their outline with you, please send them the CID for the lead gen customer. They will be creating a list of recommendations and corresponding product pitches (via Connect Sales) using the live Google Ads account.
- 2  Your Noogler will share the completed spotting opportunities and corresponding Connect Sales pitches to be logged via a sheet.
- 3  Grade the spotting opportunities portion of the assessment via the Assessment 3, lead gen grading rubric for your region. [Slide 12](#).

Set up time with your Noogler 1:1 to review the Lead Gen results and give feedback or intervention plans.



Product Excellence

Part 2: Online Sales Customers

Part A: Campaign outline

- 1 Pick a lead gen customer in your team's book, and share the **website and the customer MO** with the Noogler.

*Note - when picking the customer, ensure that it has campaign(s) that are built based on best practices. Recommendation is to pick an ASU account.
- 2 Your Noogler will build a [online sales campaign outline](#) based on the best practices they learned in training. They will include 1) product mix 2) justification for product mix 3) recommended bidding 4) measurement
- 3 Your Noogler will share their completed outline with you, and proceed to Part B for Lead Gen.
- 4 Grade the outline portion of the assessment via the Assessment 3, online sales grading rubric for your region. [Slide 12](#).

Part B: Spotting Opportunities

- 1 Now that the Noogler has shared their outline with you, please send them the CID for the online sales customer. They will be creating a list of recommendations and corresponding product pitches (via Connect Sales) using the live Google Ads account.
- 2 Your Noogler will share the completed spotting opportunities and corresponding Connect Sales pitches to be logged via a sheet.
- 3 Grade the spotting opportunities portion of the assessment via the Assessment 3, online sales grading rubric for your region. [Slide 12](#).

Set up time with your Noogler 1:1 to review the Online Sales results and give feedback or intervention plans.

Week

#4

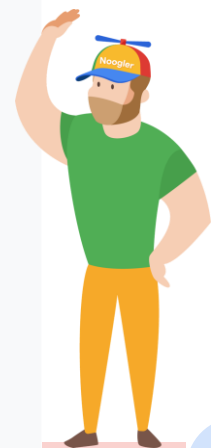
MODULE 4

Customer Calls & Operational Excellence

Call planning centered around customer success and Google incentives, finessing customer call flow, and working with partner teams

 Key Manager objectives:

- ✓ Understand Noogler Learning Path
- ✓ Grade Noogler Customer Call Readiness through Milestone 4
- ✓ Grade Noogler OpX Readiness through Milestone 5



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Customer Calls and Operational Excellence

Call planning centered around customer success and Google incentives, finessing customer call flow, and working with partner teams

CUSTOMER CALLS

[→ Chapter 1: Pre-Call Planning](#)

Pre-Call Plan ✓

- Take skills learned in spotting opportunities for impact and conduct a pre-call plan for upcoming pitch

Forecasting Points ✓

- Forecast projected points for adopted tasks and prioritize top opportunities (that fit estimated customer MO) in pre-call plan

[→ Chapter 2: Call Flow](#)

Structure / Effective Questioning / Implementation / Next Steps ✓

- Effectively structure call for maximum customer impact & points payout (goal is to be able to do everything in 30 minutes)
- Deliver efficient/effective intro & questioning - quickly get info they need to execute on pitch
- End call with implementation of solution and tying back to customer MOs
- Set stage for next steps/follow-up

📌 COURSE 4: Milestone assessment

OPERATIONAL EXCELLENCE

[→ Chapter 3: Operational Excellence](#)

Forecasting ✓

- Use KS+ specific forecasting tools for all metrics (regional specific)

Logging Compliance

- Demonstrate the steps, practices, and compliance around logging meetings & tasks (points) ex: auth form

Book Prioritization

- Demonstrate opportunity-based book prioritization

[→ Chapter 4: Partner Teams](#)

Olympus

- Navigate to go/olympus chat for technical questions

Tag Team

- File a tag team case based on customer need

PSA

- Navigate to and sign up for PSA office hours

[✓ FIELDWORK REQUIRING MENTOR ENABLEMENT](#)



Intro for manager

This assessment will culminate all learning for call planning. The skills the Nooglers have been learning for this section include, spotting opportunities and making a pre-call plan, forecasting projected points for the call plan, structuring calls for maximum customer impact & points payout, and focusing pitch calls on implementation solutions tied back to customer MOs.

This assessment will be divided into two parts; pre-call planning, and a mock pitch call.

[Following this rubric](#), you will assess the pre-call plan for an account of your choosing. Then, the Noogler will schedule a 1:1 with you to have a mock pitch call following the call flow they outlined. Be sure to fill in your Noogler's scores live, so feedback can be shared asap.


 60 minutes












Call Planning

Part A: Pre Call Planning

-  Pick a live customer in your team's book, and share the **Google Ads Account CID** with the Noogler. Share the customer Marketing Objective with the Noogler.

**Note - when picking the customer, ensure that it has a robust set of campaign(s). Recommendation is to pick an ASU account.*
**Note - familiarize yourself with this customer, as you will be playing the role of the customer in part B.*
-  Your Noogler will build a [pre call plan](#) based on the best practices they learned in training.
-  Your Noogler will share their completed pre-call plan with you, and proceed to Part B for the mock pitch call.
-  Grade the pre-call plan via the Assessment 4 grading rubric for your region. [Slide 12](#).

Part B: Call Flow

-  Now that the Noogler has shared their pre-call plan with you, they will set up a 45m 1:1 to do a mock pitch call. You will be playing the role of the customer from part A.
-  30m: Play the role of the customer for the pitch/optimization call.
-  Grade the mock pitch/optimization call via the Assessment 4 grading rubric for your region. [Slide 12](#). Feel free to make notes in the notes section.
-  15m: Debrief with the Noogler using the rubric as your feedback source.

Week

#5

MODULE 5

Customer Growth

Put it all together with the Ads Growth Formula and customer digital sophistication

 Key Manager objectives:

- ✓ Understand Noogler Learning Path
- ✓ Grade Noogler Customer Call Readiness through Milestone 6



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Customer Growth

Put it all together with the Ads Growth Formula and customer digital sophistication

[→ Chapter 1: Internal insights & tools](#)

Customer Opportunities ✓

- Use internal tools for customer opportunities; keyword planner, performance planner, audience insights

Customer Analysis ✓

- Use internal tools for customers' analysis; deep dive into Connect Sales - search benchmarks, collateral

Market Analysis ✓

- Use internal tools for market analysis; wildcat, collaterals

PGA Planning

- Use internal tools for PGAs planning + pitching

[→ Chapter 2: Winning with AGF](#)

Framework ✓

- Leverage the AGF deck and framework for various customer scenarios
- Connect each step of the growth formula with Google Ads solutions + optimizations

[→ Chapter 3: Growth with Digital Sophistication](#)

Growth with Digital Sophistication ✓

- Identify customer's digital sophistication level
- Identify solutions to progress customer digital sophistication as it relates to marketing objectives
- Pitch solutions to customers to prepare them for future SSG team growth

COURSE 5: Milestone assessment






 FIELDWORK REQUIRING MENTOR ENABLEMENT



Customer Growth Assessment

For this assessment, your Noogler will practice using tools, digital sophistication fundamentals, and the Ads Growth Formula framework to create and deliver an upsell pitch. **You will be grading the Noogler [following this rubric](#).**

 60 minutes

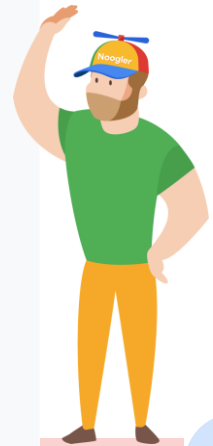
- ①  Pick a live customer in your team's book, and share the **Google Ads Account CID** with the Noogler.
 - Be sure to share the customer MO and key KPIs with the Noogler. They will need this information to create their pitch deck.
- ②  The Noogler will set up a 45m 1:1 to do a mock upsell call.
 - You will be playing the role of the customer, so you should familiarize yourself with the customer's account account performance, business model, MO, etc. so that you can speak to it on the upsell pitch call.
- ③  30m: Play the role of the customer for the upsell call.
- ④  Grade the mock upsell call via the Assessment 5 grading rubric for your region. [Slide 12](#). Feel free to make notes in the notes section.
 - They have been asked to include a slide deck ([template given](#))
 - They have been asked to include Ads Growth Formula best practices
 - They have been asked to include Digital Sophistication recommendations
- ⑤  15m: Debrief with the Noogler using the rubric as your feedback source.

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MODULE 9




Wrap Up

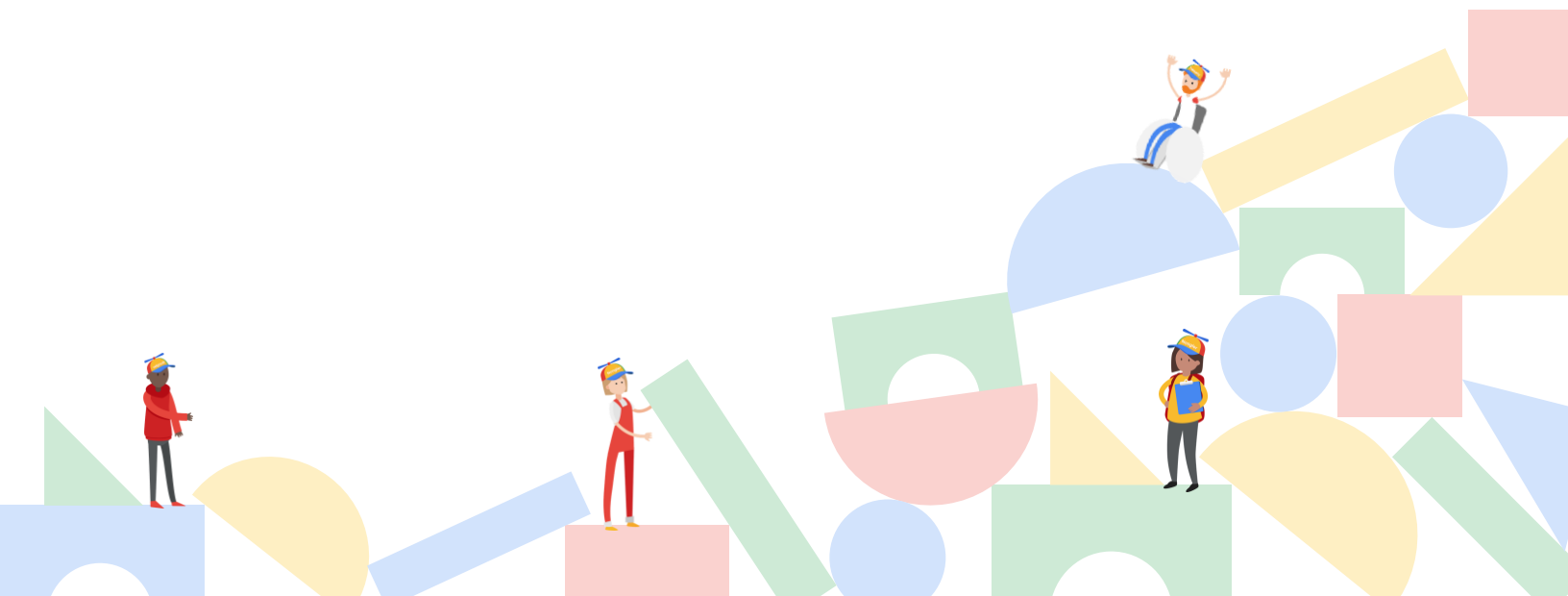
- ✓ Wrap Up / Final Job Readiness Assessment + Action Plan
- ✓ Regional Next Steps



Manager / Mentor Final Assessment on Noogler Job Readiness

The final assessment for Noogler Job readiness will be done by the mentor and manager, together.

- 1  Set up a 1:1; mentor and manager
- 2  Using the [FINAL Noogler Essentials Kickstart+ Job Readiness Assessment](#), together with the Noogler's **mentor**, grade the noogler on each skill they've learned over Noogler Essentials
- 3  Using the assessment scores and score guidelines, put together a personalized action plan for the Noogler for their first quarter on target.
 - Include specific skills and competencies that they can work to improve
 - Include tasks and shadowing that will help them with job readiness



Meeting Post-Noogler Essentials Recap + Action Plan

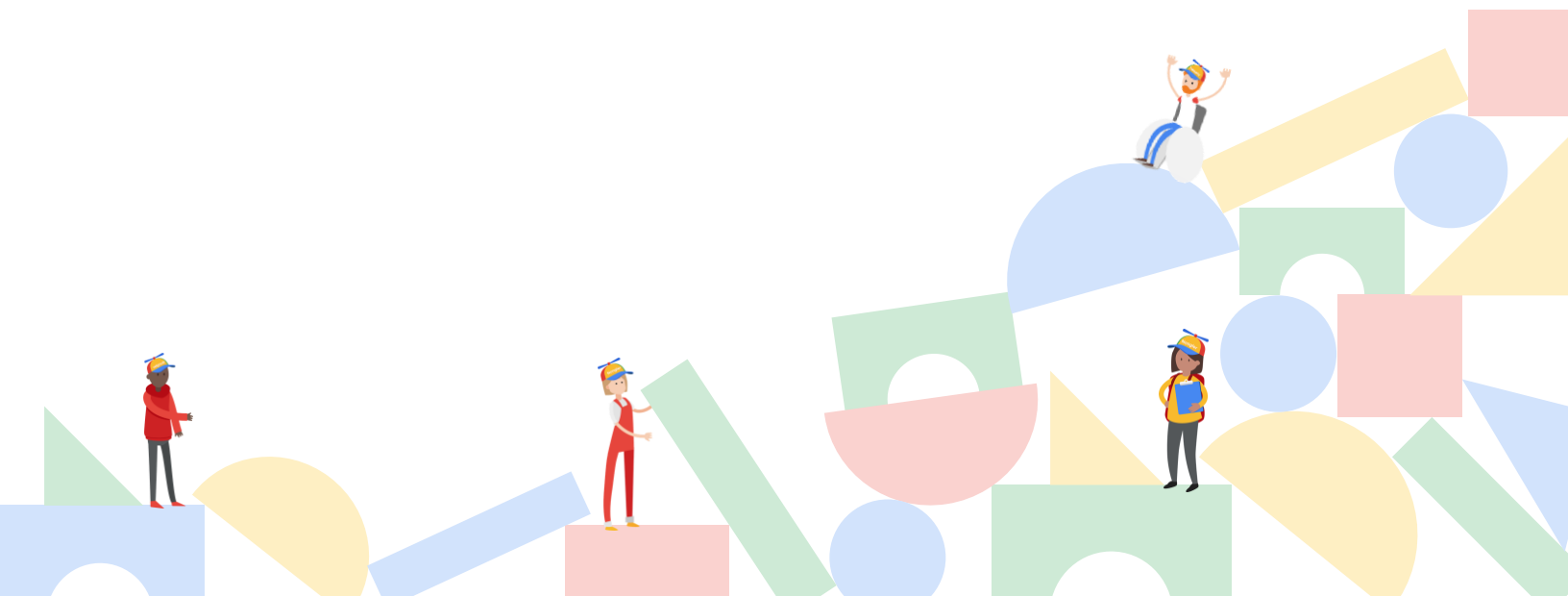
Noogler, Manager, Mentor

Final Noogler Job Readiness Assessment + Action Plan

- Congratulate the Noogler on finishing Noogler Essentials!
- Review Final Job Readiness Assessment scores
- Review personalized action plan for Noogler
 - Skills that the Noogler has excelled in
 - Skills that the Noogler needs to practice + defined plan to how they can practice
- Review next steps for check-in on Action Plan
- Discuss next steps for mentorship
 - If not in the same pod, on-target questions will flow through pod
 - If in the same pod, business as usual

Regional Next Steps for Noogler Onboarding

- Each region will have continuing onboarding experiences for the Nooglers, as currently defined by the team.
- Based on your region and your regional onboarding plan, discuss next steps with your Noogler.



Congratulate your Noogler!



They have completed
Kickstart+ Noogler Essentials

