

Sales kick-offs are a key milestone in the calendar for lots of organisations. They're the perfect setting to get your key people in a room and inspire them about what's to come on the sales horizon in the next year.

BrightCarbon

A successful SKO will see team members empowered and energised, ready for a new season of sales. But, getting it wrong risks squandering a huge opportunity. Your sales teams could leave confused, unlikely to take your new messages and ideas out on the road at all.

So, how do you run an effective sales kick off?

It's probably fair to say all companies want to sell more. But what that looks like for your organisation may be totally different to another, even a competitor. Going into an SKO event assuming that attendees will be inspired by the message just to 'sell more' is selling yourself short. Instead, all of the messages at your SKO should centre around your specific business goal for that period, and point attendees to that destination point.

And so if the business goal is your destination, the SKO is the map you provide to help your teams on their journey.



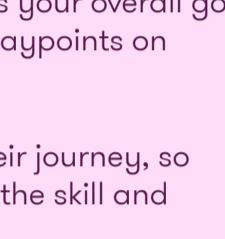
1 Plan the learning journey

6 months out

With your business goal defined, you're ready to start working on your event. You'll have different priorities and areas of focus at different times, and there will be two main lenses that you use when you're building your event:

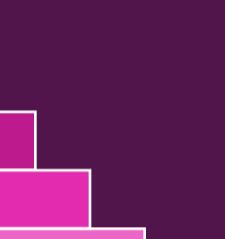
Learning perspective

Your audience may be salespeople, but they're also learners, and you need to give them what they need for their part on the journey towards your business goal, and this will involve teaching and upskilling.



Events perspective

At the end of an event the last thing you want is your attendees to wish you'd sent them everything in an email. The goal should therefore be to engage your audience, grab their attention and make a lasting impression on them.



It all comes down to this: what do your salespeople need to know to help you achieve your goal? Much like creating training or other educational content, you start by defining learning objectives.

As your learners tick off these objectives during the event, they build the skills for the journey towards your overall goal, so think of the learning objectives as the waypoints on your map.

Some attendees will be further along in their journey, so make sure you have objectives to serve all the skill and ability levels of those in attendance.

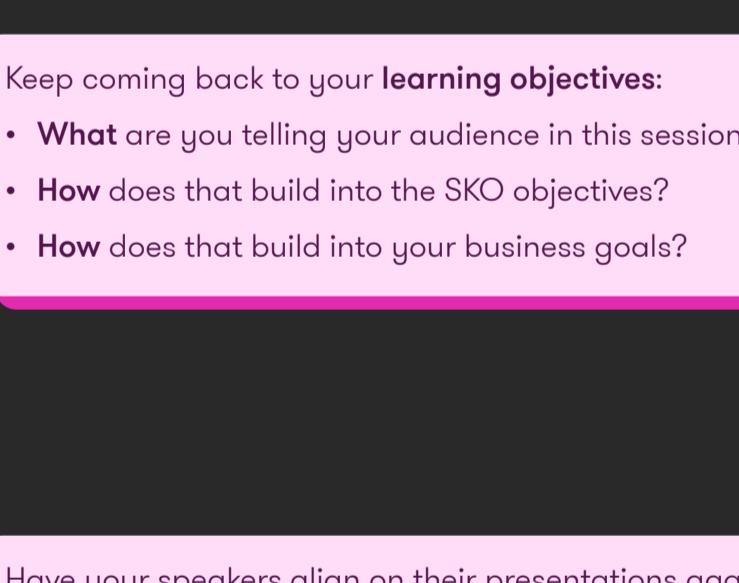


Don't forget to follow up! A key part of equipping your teams is making sure they have the tools and resources they need when they leave your event and take their new knowledge out on the road. That comes in the form of an effective follow-up strategy.

Consider creating

- PDFs
- Webinars
- eLearning
- Reviews

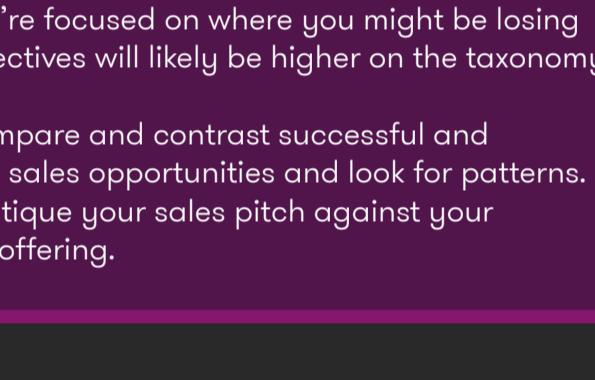
Make sure all your learning objectives will be covered across your sessions.



Top tip

Use Bloom's Taxonomy to help you write detailed learning objectives, and think of each objective as the end of the statement:

'by the end of the event, attendees will be able to...'



Start by determining the level for your group of learners. So if you're launching a new product you'll probably need some fairly low-level objectives to set a good foundation for the new product. One of your objectives might be:

Remember: Recall the key features and associated benefits for the new product.

If, however, you're focused on where you might be losing sales, your objectives will likely be higher on the taxonomy:

Analyse: Compare and contrast successful and unsuccessful sales opportunities and look for patterns.

Evaluate: Critique your sales pitch against your competitor's offering.

Keep coming back to your **learning objectives**:

- What are you telling your audience in this session?
- How does that build into the SKO objectives?
- How does that build into your business goals?

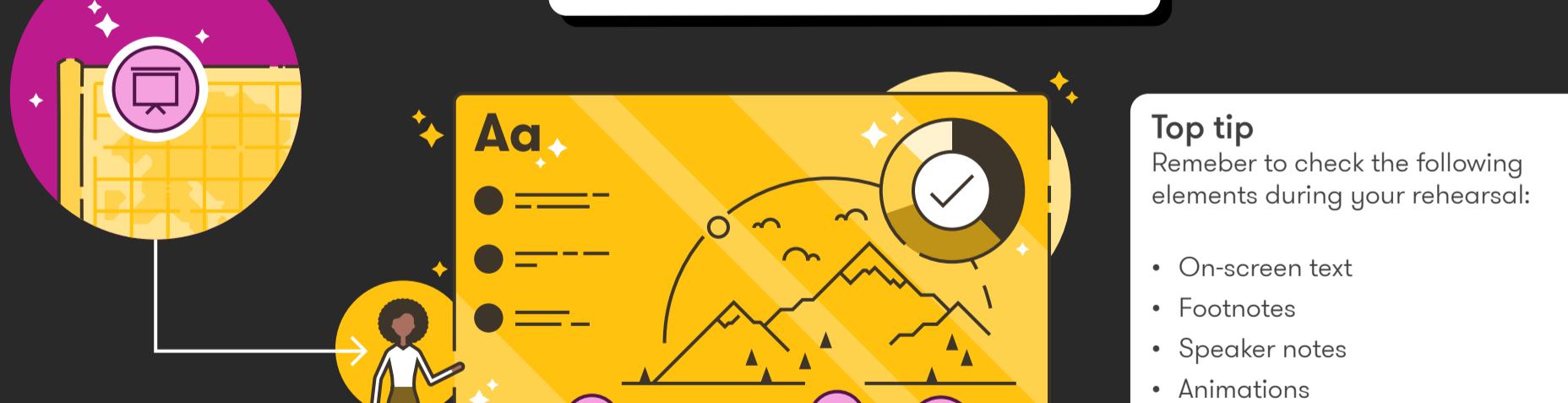
It's time to reach out to the venue and AV team to understand the space you're working in.

- How big is the screen?
- Is it a standard ratio?
- Are there any obstructions on stage?

You don't want to spend months building the best slides in the world only for them to be blocked by pillars and podiums!

Top tip

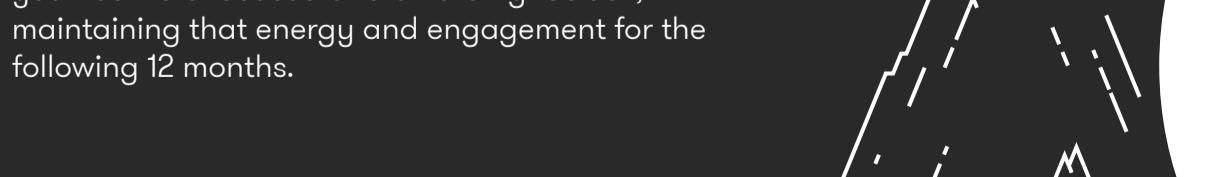
Alignment in your content helps your audience join the dots across the whole event.



Have your speakers align on their presentations again, looking for places of overlap where they can refer to each other.

Again, this is how you create a cohesive message across your event and help the audience join all the dots. And make sure – you guessed it – to keep your learning objectives in mind to make sure they're all being met by the mix of sessions.

Top tip
Alignment in your content helps your audience join the dots across the whole event.



Did you know that we forget around 70% of new information after a day of learning it?¹

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Everybody's energised and ready to tackle the new sales, so focus on your follow-up plan to keep maintaining that energy and engagement for the following 12 months.

Top tip

Remember to check the following elements during your rehearsal:

- On-screen text
- Footnotes
- Speaker notes
- Animations
- Speaker transitions
- Rich media (like videos)

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