

2022 SALES KICKOFFS SURVEY

Over 200 sales, operations and enablement leader surveyed

Survey ran from Nov 18 2021 to Dec 31 2021



What Does SKO Look Like in 2022?









SURVEY HIGHLIGHTS

45% are doing a Hybrid SKO, with both in-person and virtual components

47% believe Zoom fatigue is #1 reason holding back from executing a successful virtual SKO experience

87% are hoping to "Energize Their Teams" with their SKO





2022 SKO THEME TRENDS

Unity, togetherness and strength are top themes

Ignite

Be Bold, Take Charge

10x Sales

Game Changers

Better together/one team

Smarter. Stronger. Faster.

Best In Class

2022 - Back in the Swing

Plan. Execute. Win

Own It Together

Growth

Accelerate

Command

True Grit

Win Together

Together/Growth

One - Unity

Soaring Higher

Erupt

Look to the future





TOP LOCATION TRENDS

2022 SKO's are highlighting a trend towards the return to in-person events, with a focus on re-energizing teams

100% in-person (Bringing everyone together)	19%
Hybrid (Both in-person and virtual)	45%
Virtual (Fully virtual)	22%
We haven't figured it out yet	8%
We're not having one	6%
Other	0%





TOP LEARNING TOPICS

Given how chaotic it was for field facing teams the past few years, SKO is an opportunity to get on same page around new messaging, sales process, and sales skills; but the other topics are not far behind.

1 New Messaging	5.2 avg
2 Sales Process	5.61 avg
3 Sales Skills	5.7 avg
4 Customer Stories	5.91 avg
5 Sales Plays	6.05 avg
6 Deal Win Stories	6.06 avg
7 Industry Knowledge	6.65 avg
8 Product Training	6.67 avg
9 Competitive	6.75 avg
10 Territory & Account Planning	7.06 avg
11 Prospecting	7.42 avg
12 Remote Selling	8.91 avg





TOP SALES KICK OFF SALES CHALLENGES

"What's holding you back from executing a successful hybrid or virtual sales kickoff experience?"

Zoom Fatigue	47%
Too Much Going On	41%
Not Enough Time	30%
Resources	29%
Too Many Time Zones	27%
Budget	22%
Executive Alignment	18%
Other	12%
Technology	9%





TOP D&I TRENDS

"How are you going to make your kick-off inclusive for all roles?"

Have a diverse agenda	60%
Host cross-team break-out sessions	56%
Make speakers relevant to all roles	51%
Create role-based content	49%
Have a broad-theme	34%
Host kick-off at a time suitable for all time-zones	31%
Other	3%





SALES KICKOFF VS. COMPANY KICKOFF?

The "Sales" in SKO may actually be a misnomer. Delivering on the promise requires all field facing roles to be on the same page, although we are seeing a trend of a more focused SKO experience for 2022

Sales	96%
Sales Development	86%
Account Managers	76%
Customer Success	71%
Product Marketing	71%
Product Managers	44%
Channel Managers	40%
Partners	32%
Support	19%
Non-Customer Facing Employees	19%
Other	6%





TOP PROGRAM PIECES

Completing hands-on work during kick-off is one of the main focus points, with pre and post-work being the least included in SKO plans.

Awards	47%
In-session hands-on work	44%
Inspirational speakers	39%
In-person training	39%
Pitch practice challenges	27%
Pre-work	26%
Post-work	20%
Other	13%





TOP PLANNING TRENDS

Most teams begin planning their SKO events between 60-120 days out from the event

30 days	8%
60 days	41%
120 days	31%
180 days	7%
We're not having one	10%
Other	3%



10 Ways To Make Your SKO Amazing

- 1. Come Up With An **Energizing Theme**
- 2. Set Clear and Attainable **Goals** for 2022
- 3. Align All **Go-To-Market Teams**
- 4. Create A Multi-Week Extended Kickoff Calendar
- 5. Establish A Micro-Learning Schedule
- 6. Reinforce with **Coaching Huddles** By Managers
- 7. Engage Teams With **Pitch Challenges**
- 8. Record Personal Video Stories For Virtual Networking
- 9. **Celebrate Success** and Key Wins
- 10. **Correlate Data** to Measure Outcomes and Impact

SALESHOD







TALK TO AN EXPERT





