



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?

The Structure Of An Inspirational SKO Experience





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

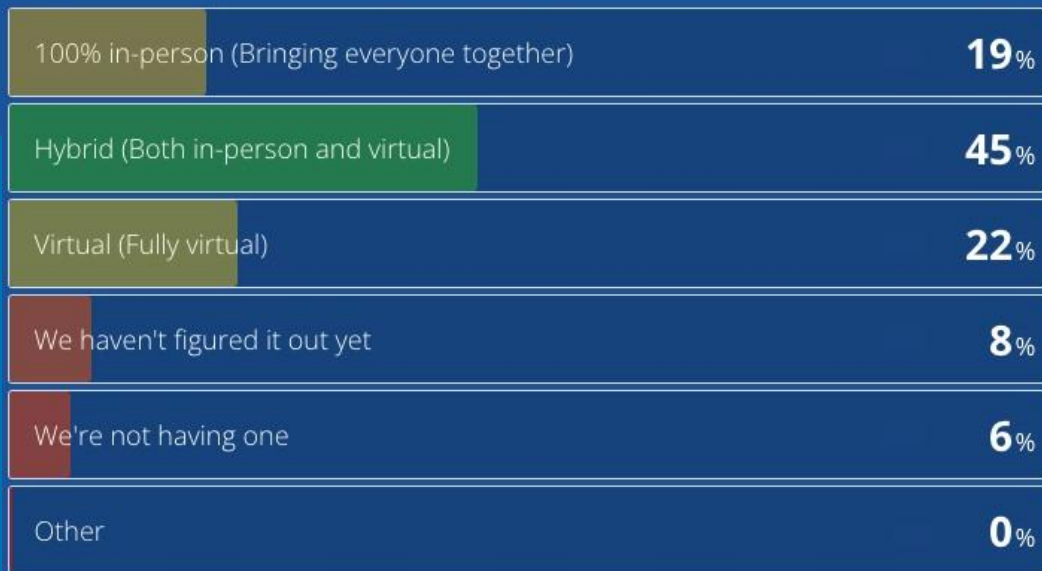
Erupt

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





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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.

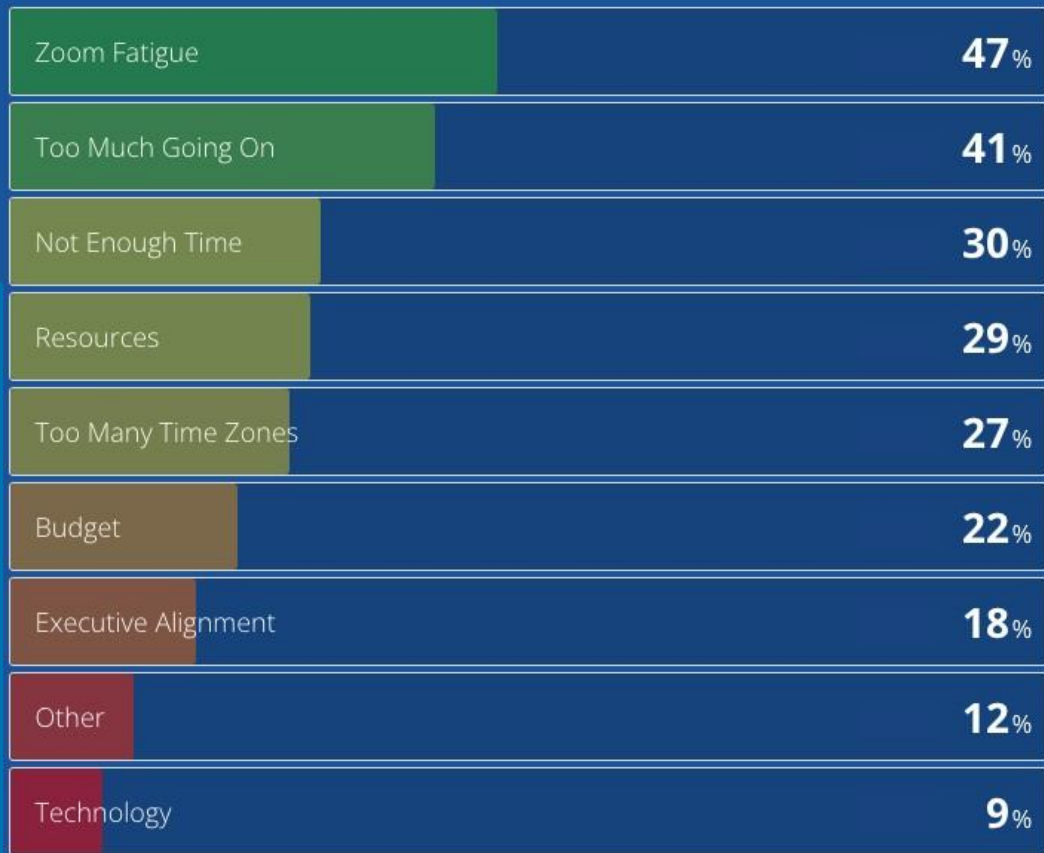
| | | |
|----|------------------------------|----------|
| 1 | New Messaging | 5.2 avg |
| 2 | Sales Process | 5.61 avg |
| 3 | Sales Skills | 5.7 avg |
| 4 | Customer Stories | 5.91 avg |
| 5 | Sales Plays | 6.05 avg |
| 6 | Deal Win Stories | 6.06 avg |
| 7 | Industry Knowledge | 6.65 avg |
| 8 | Product 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 |



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TOP SALES KICK OFF SALES CHALLENGES

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



TOP D&I TRENDS

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

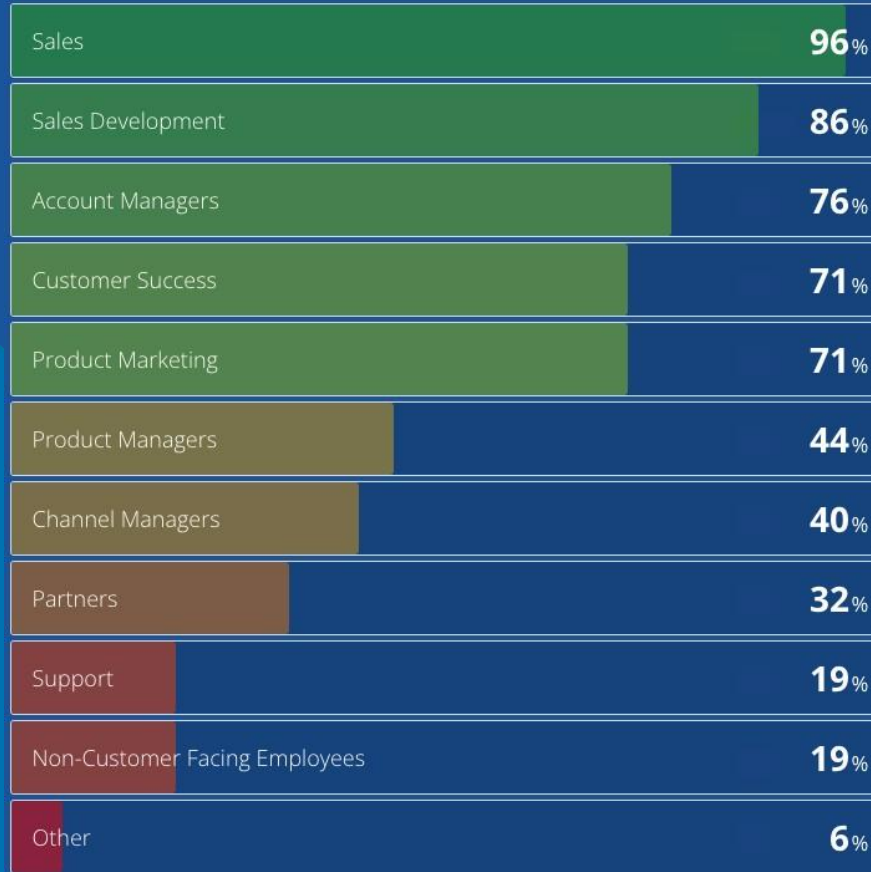




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SALES KICKOFF VS. COMPANY KICKOFF?

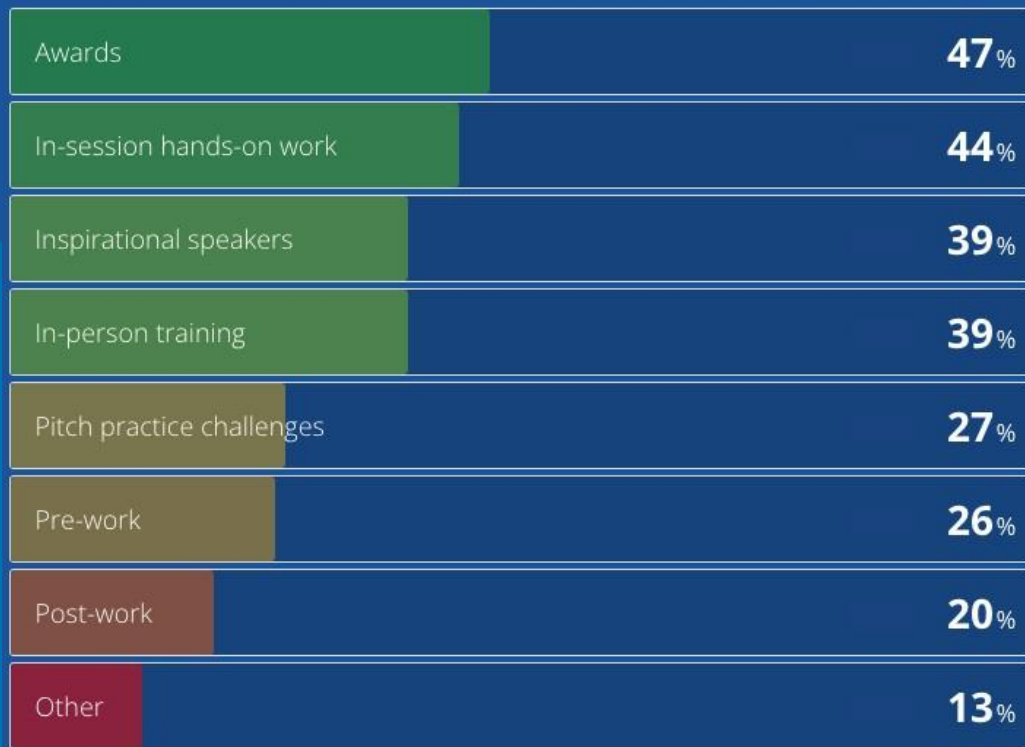
The “Sales” in SKO may actually be a misnomer. Delivering on the promise requires all field facing roles to be on the same page, although we are seeing a trend of a more focused SKO experience for 2022





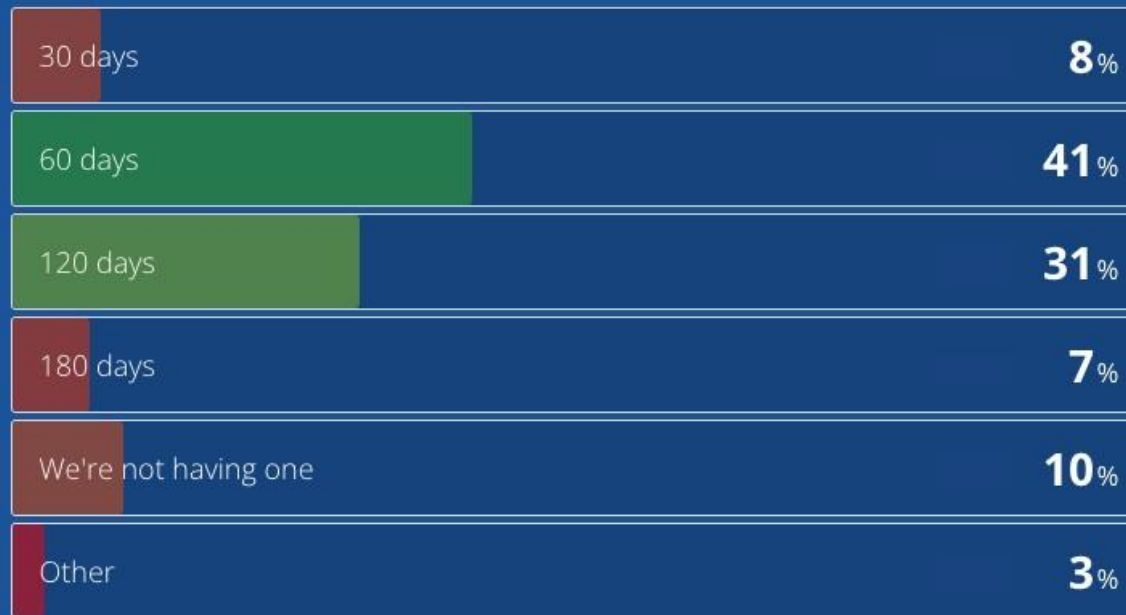
TOP PROGRAM PIECES

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.



TOP PLANNING TRENDS

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



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

