



Achieving radical and sustainable improvement in top line performance

## ***Prepare for a Successful 2015 Sales Kickoff: Lessons Learned***



**November, 2014**

### **The Challenge:**

As we fast approach Sales Kickoff season, there are some key lessons learned about common mistakes to avoid in planning the session. Here are some practical tips based on participating in numerous kickoffs:



**Understand the Needs of your Target Audience:** Since in many organizations this is the only time during the entire year when the worldwide sales team gets together, put yourself in the shoes of the attendees and figure out what sales people truly want from your session.

- At the top of the list is clarification of the company's overall sales strategy in simple, easy to understand terms. Specifically, we recommend the sales strategy must answer these questions:
  - **Targeting** - What are we selling? What is our core product and service offering? Where do we focus our sales efforts by core markets, geographies and types of accounts?

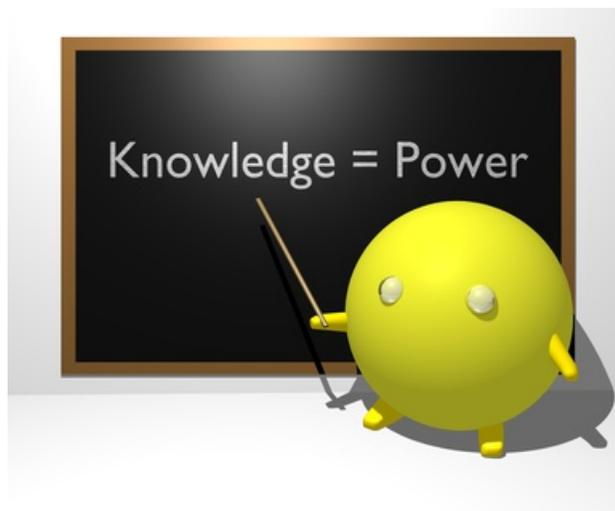


- **Resulting Customer Experience** - Why do prospective customers need our product and solution? What expectations are we saying to the market that they will experience as a happy customer?
- **Competitive Strategy** - Who are our strategic competitors? How do we emphasize our strengths and neutralize our weaknesses?

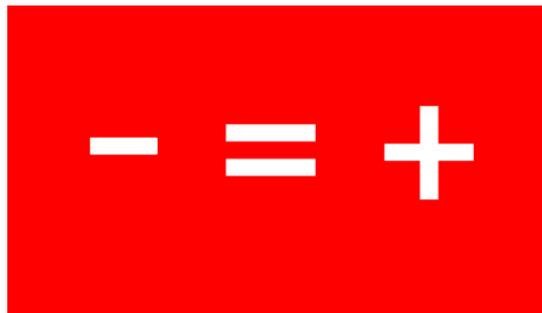


**Salesperson Success Stories:** "Win review" stories are very important because they provide models of successful salesperson behavior that can be emulated by the rest of the team. Rather than present the chronology of events in the sales cycle, it is more impactful to have the salesperson talk about they're real account strategy and the key reasons why they won the deal.

**Product Training:** The average person only hears 7 minutes of every hour they spend listening and within 72 hours they forget 95% of what they heard. Hence, think twice before planning long, exhausting product training sessions. We suggest breaking up the presentation into small bites no longer than 30 minutes each and more importantly, provide take away material such as copies of PowerPoint presentations and CD's for the audience for immediate recall and further discovery.



**Meeting Length - Less is More:** With people forgetting facts at a predictable rate and greater learner actually occurring by studying less. Keep in mind that a 3-day meeting will probably be more productive and be more cost effective than a 5-day meeting. In addition, we are quite familiar with the need for every functional organization to have a slug of platform time to pitch the audience. PowerPoint overload where presenter after presenter lectures the sales team seldom provides meaningful and lasting benefits.



### The Approach:

- Triage (must vs. should vs. could) all the content that the target audience needs to know and understand when they leave. Remember less is more.
- Know what information that is shared at the meeting will be available for future reference.
- It's all about mobile sales enablement. Make sure you can figure out a way to distribute sales material to mobile devices.

***Remember, it is all about morale and motivation!***

### So What?

A successful sales kickoff requires careful analysis and planning. We can help! Please don't hesitate to reach out to us at 973-720-0020 or send us an e-mail at [kappainfo@kappaeast.com](mailto:kappainfo@kappaeast.com) for ideas on the agenda and content.

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