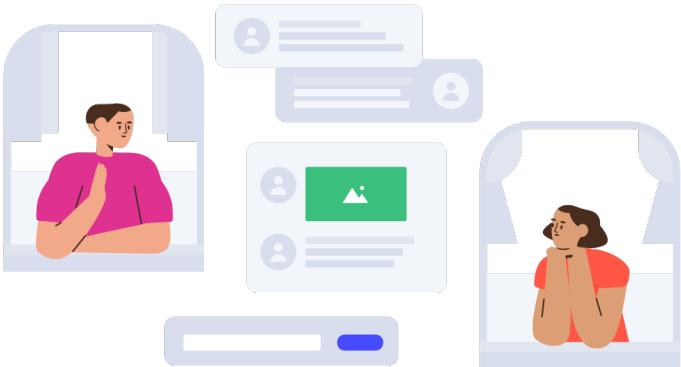


The Ultimate Guide to Running Your Virtual Sales Kick-off



Benefits of a Virtual Sales Kick-off



Cost Effective

It's far more cost-effective than an in-person kick-off event. You do not have to pay for the hotels, airfare and meals for your entire sales organization. You only need to invest in the right tech stack for a great experience.

Saves time

Your sales reps don't have to give up critical selling days to travel to and from the kick-off event.

Learning persists

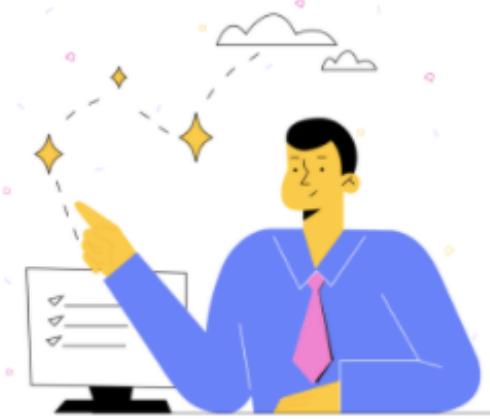
Presentations can be recorded and viewed after the event. Reps can review important clips and optimize content retention.

More frequent events

With less overhead and shorter duration, you can plan and execute such events on a more regular basis. This enables your reps to speed up their learning on new products as soon as they're released.



Virtual Sales Kick-off – Success Criterion



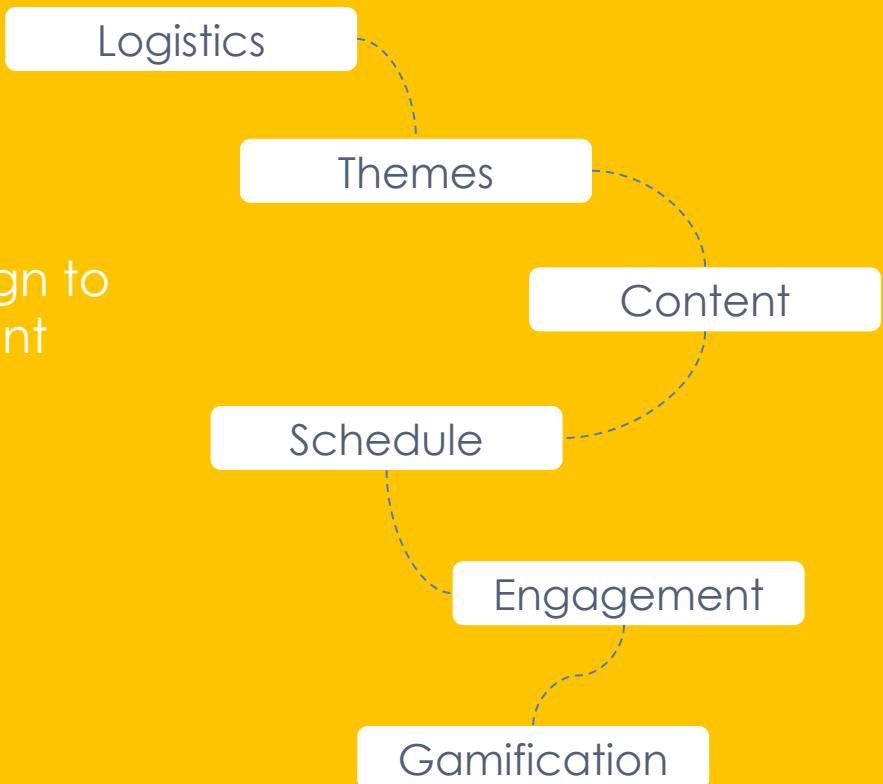
A great kick-off should deliver on the following objectives:

- Align the sales team with new sales strategy, tactics and goals
- Update reps on current product offering
- Empower reps with practical knowledge to help close more business
- Share learning and exchange success stories
- Reinforce a sense of pride in the company and the products
- Motivate reps to perform at their peak levels

Winning Elements for a Successful Sales Kick-off



All these elements must align to deliver a great kick-off event



Logistics - Software

Video Conferencing

Figure out the right video conference platform for running your virtual sales kick-off. Here are some features to consider while choosing the platform

- Allows you to run multiple video sessions at the same time
- Automatically record sessions on the cloud
- Conduct live polls
- Security controls including waiting rooms, password protection, lock meetings, etc.
- Q&A and chat

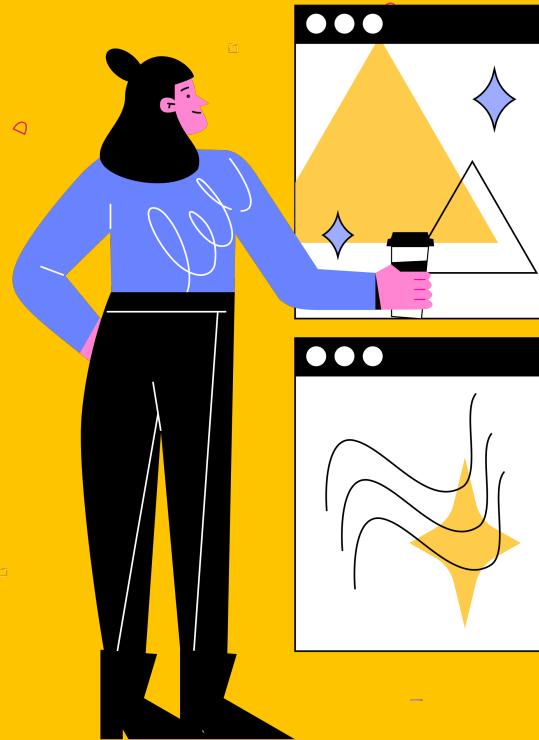
Sales Enablement Platform

The right sales enablement platform is the key to a successful event. Ensure that the platform provides at least the following features:

- Searchable content repository including video, audio and files
- Quick quizzes and assessment to track knowledge
- Survey to get feedback on sessions
- Gamification to create engagement and excitement in the sessions
- Powerful scheduler so that all tasks can be scheduled in advance



Logistics - Hardware



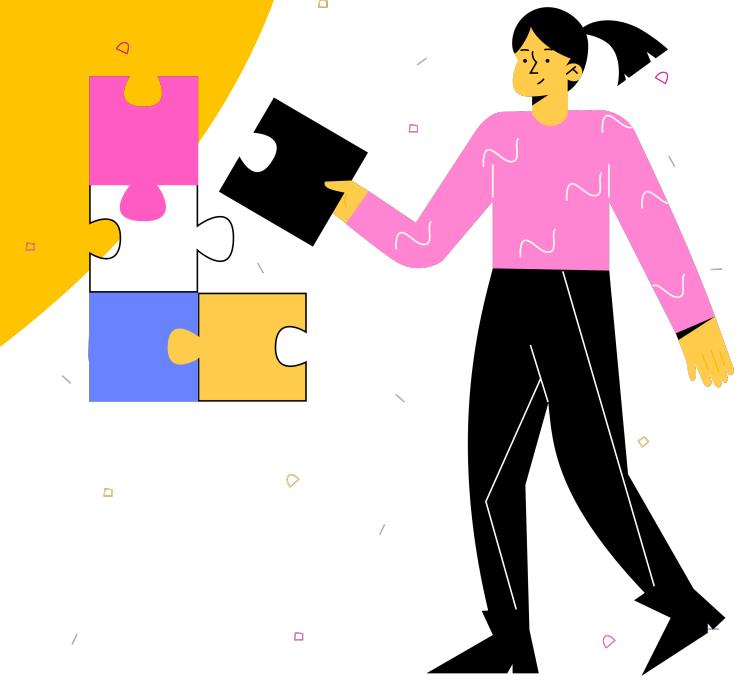
Ensure the presenters have HD webcams. Often the integrated webcams in laptops have poor resolution

Ensure the presenters use quality noise-cancelling headphones for undisturbed performance

Sales Kick-off Themes

Why Themes Matter?

- Make the event more memorable and engaging
- Heighten entertainment value by adding jokes, slideshows, skits and mini contests
- Make a lasting impression



Remote Sales Kick-off Theme Examples

Justice League

Give superhero persona to each of your top salesperson. Have them dress in costume and give a speech on what they did to be successful.

The Survivor Series

Divide salespeople into tribes. During the kick-off, run several “challenges” to test their product knowledge, selling skills and engagement during sessions. The team with the most points win the title of Ultimate Survivors.

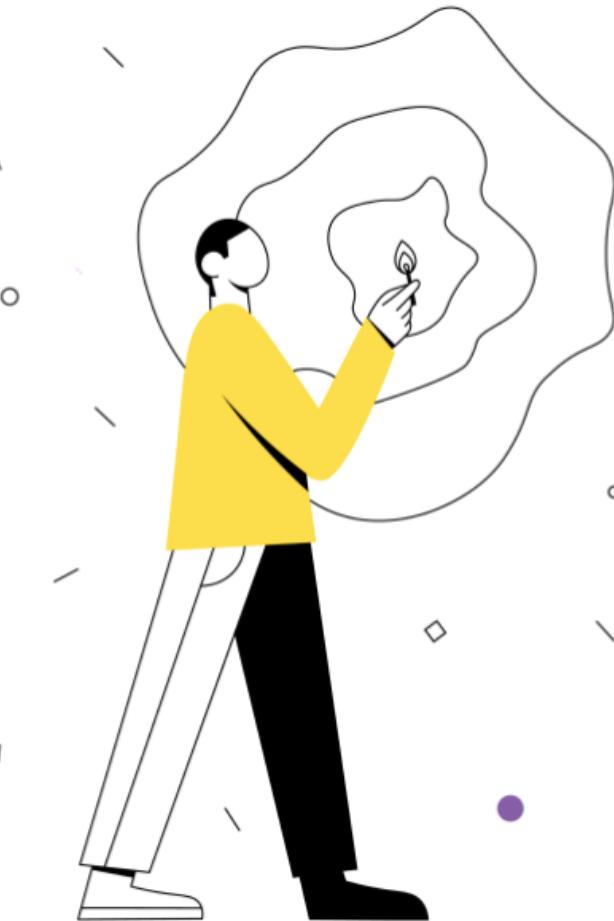
March Madness

Assign an NCAA team name to each sales team. Let them compete by playing quizzes throughout the kick-off to advance through the brackets.

Beat the Competition

Do you have a clear rival in the market? Now's your chance to use that to your advantage. Nothing rallies a sales team like a common enemy, so use a theme that focuses on overcoming your competitor.

Content Tips for High Engagement



Send Content in Advance

Create and send event-related materials (like videos, teasers, PDFs or pitch decks) in advance to your reps. The more information you can give your reps upfront, the less content you need to deliver during the actual kick-off. This opens some breathing room for more interactivity & Q&A.

Select Appropriate Session Timing

Factor in where the majority of the viewers reside when considering the session timing. For a global kick-off, you might have to repeat some sessions.

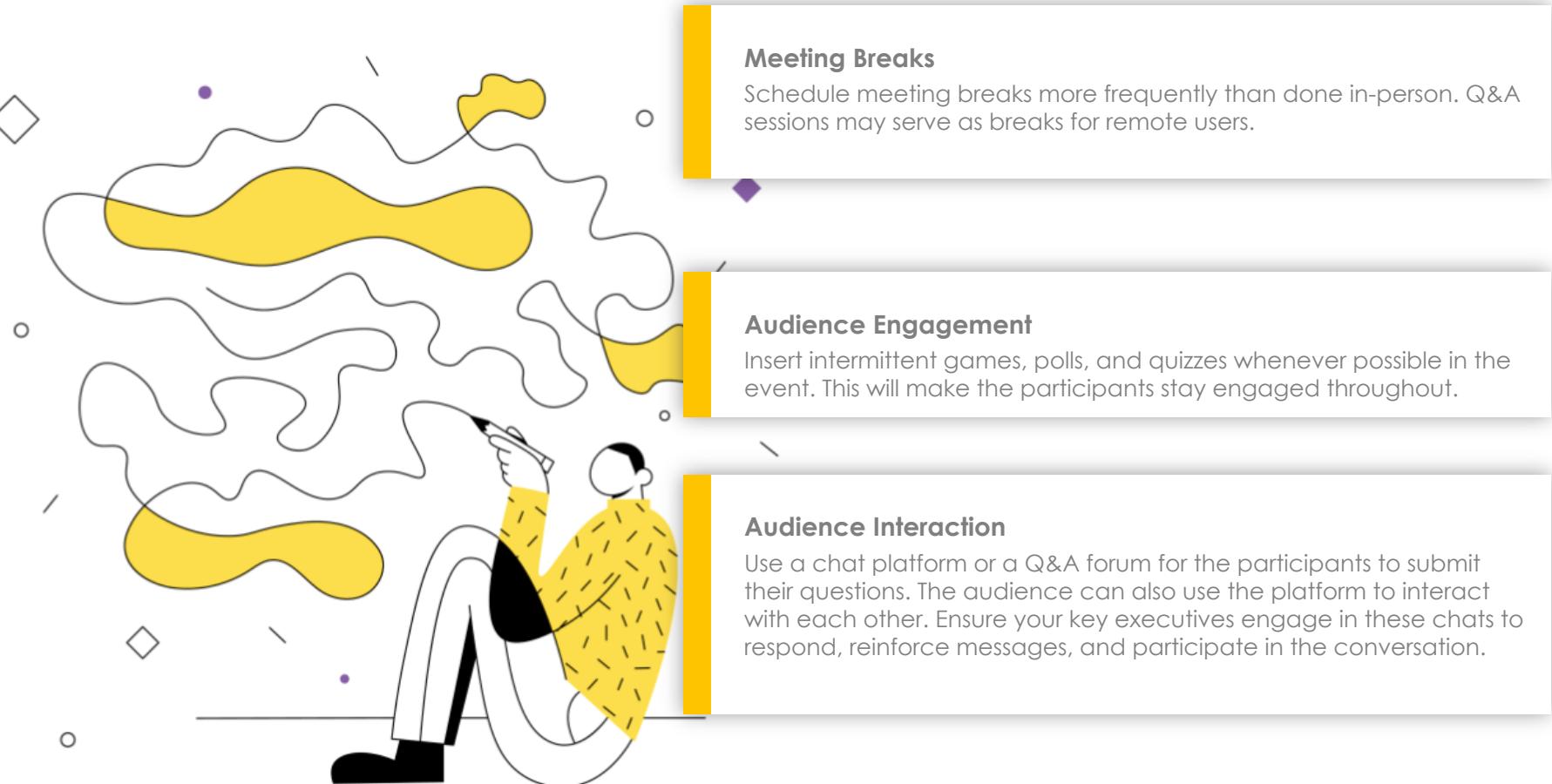
Shorter Meeting, Shorter Sessions

A traditional sales kick-off usually runs for eight hours a day, with each session typically an hour. It's best to shorten these times for virtual sales kick-off.

Conduct the main presentation sessions for not more than 50 minutes with 10 mins breaks. If it is a technical training then you can have it for one hour but not more than that.



Content Tips for High Engagement



Meeting Breaks

Schedule meeting breaks more frequently than done in-person. Q&A sessions may serve as breaks for remote users.

Audience Engagement

Insert intermittent games, polls, and quizzes whenever possible in the event. This will make the participants stay engaged throughout.

Audience Interaction

Use a chat platform or a Q&A forum for the participants to submit their questions. The audience can also use the platform to interact with each other. Ensure your key executives engage in these chats to respond, reinforce messages, and participate in the conversation.



Sample Schedule

Day 1	Day 2
9 AM – 9:15 AM Welcome speech and introduction to the event's agenda and schedule	9AM - 9:30 AM An opening motivational speech by the Keynote speaker
9:15 AM – 9:35 AM CEO reviews last year's numbers, highlights, future developments	9:30 AM – 9:40 AM Q&A session with the Keynote speaker
9:35 AM – 9:45 AM Q&A session with the CEO	9:40 AM – 9:55 AM Marketing updates from the VP of marketing
9:45 AM – 9:55 AM Break	9:55 AM – 10:05 AM Q&A session with the VP of marketing
9:55 AM– 10:10 AM A fun game to energize the crowd	10:05 AM – 10:15 AM Break
10:10 AM – 10:30 AM Global sales review by the VP of sales	10:15 AM – 10:55 AM Product review/ training by the product development leaders
10:10 AM – 10:20 AM Q&A with the VP of Sales	10:55 AM – 11:05 AM Q&A session with the product development leaders
10:20 AM – 10:50 AM Sales Performance Awards	11:05 AM – 11:15 AM Conduct a short assessment on the products
10:50 AM – 11:00 AM Break	11:15 AM – 11:25 AM Break
11:10 AM– 11:20 AM Conduct skill-based training session for the reps	11:25 AM – 12:25 PM Conduct team building activities and games
11:35 AM – 12:05 PM Conduct a fun activity using interactive polls before calling it a day	12:25 AM – 12:40 PM Have a closing speech summarizing the highlights o the kickoff



Engagement Activities - Examples



Top Video Challenge

Inform the sales teams to create a video and submit 1 week before the event. The video can be about any of the following:

- A commercial about the company
- A company music video
- A video about a day in the life of a salesperson

Guess Who Challenge

Get the childhood photos of the leadership team. Display these photos on everyone's screen. Participants have to guess the person in the childhood photo. This activity allows everyone to know the seniors on a more personal level. You can be sure to hear some good laughter during this activity.

[Company Name] has got Talent

Request video submission showcasing talents from your teams. Singing, dancing, comedy sketches, playing musical instruments – all are welcome. Before the event, do a voting to get top 10 talents. During event, play their submissions, take popular vote to select top 3 winners.



Engagement Activities - Example



Guess My Job

Get the details of the first job held by all the leadership team members. Play a quiz where participants need to identify the executive from his first job. This activity can be a great icebreaker as well.

Learn from the Heroes

Schedule one panel where your highest-performing sellers discuss their biggest deals – how they started the sales conversation, how the process went, what objections they encountered and how they got past them. Salespeople want to learn from the top sellers. These stories are both inspiring and insightful.



Gamification

Drive Excitement

- Divide participants into teams (by sales territories, regions, etc.)
- 7 days before kick-off, run daily quizzes on new products. 10 points for every correct answer. Points get added to individual and team leaderboards.
- Award points for all activities during the event
- Display live leaderboard of points
- Declare individual and team winners during the closing ceremony



**Want to Drive
Engagement in
Your Remote Sales
Kick-Off?**

Gamify and easily drive your sales kick-off
for a great experience with SmartWinnr

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