



eBook

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**TAKING YOUR SALES KICKOFF ONLINE:**

# How to get 4X the Value and 4X the Reach



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## IT'S SALES KICKOFF TIME AGAIN.

Sales enablement is one of the **hottest trends** of 2019. Companies use SKOs to give their sales reps the tools and motivation they need to divide and conquer for the upcoming year.

We reached out to Chad Burmeister, CEO of ScaleX.ai, a sales acceleration service, to learn from his experience successfully running a virtual SKO and how he managed to provide 4X the value and 4X the reach by going virtual.

But first, let's look at what makes in-person sales kickoffs inefficient for modern-day international businesses.

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# WHAT MAKES PHYSICAL SALES KICKOFFS A THING OF THE PAST?

Historically, sales kickoffs have been held once a year to create a culture of team building, recognize top performers, and communicate the company's sales vision.

However, the world (and your competitors) are evolving, and a singular 2-3 day in-person event per year that only accommodates a quarter of your international salesforce just doesn't cut it anymore. Besides the fact that your sales force is completely inundated with information 24/7/365, sales enablement technology and AI is changing at an unprecedented rate.

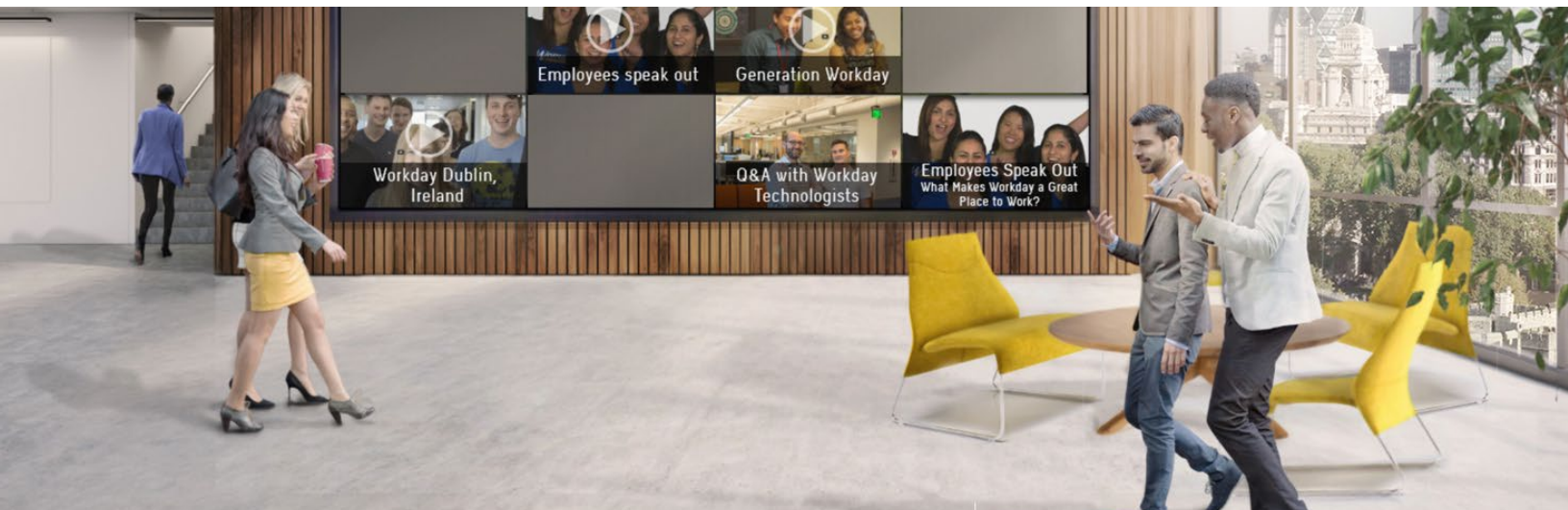
When AI is used correctly, it should save your sales and marketing team tons of time and generate more qualified leads. However, if your team is not trained throughout the year on how to make the most out of these resources, your ROI will suffer as a consequence.

The proof is in the pudding.

Research shows that salespeople **lose 80-90% of what they learn** after just one month, diminishing the long-term value of an expensive event down to virtually nothing.

And **Brainshark** tells us that 7 out of 10 companies do not deliver post-work follow-up or training. Yikes!

So how do companies increase their SKO's ROI and employee engagement?







## THE NEW STRATEGY FOR SALES ENABLEMENT IS HERE... AND IT'S VIRTUAL

Growing global workforces require flexible solutions- and the solution is virtual.

A virtual event can quite literally incorporate the entire salesforce for a quarter of the price, while presentations can be recorded and utilized as resources all year-long. It's a no-brainer.

Additionally, Chad Burmeister points out that instead of having just 1 sales event per year that only one-quarter of your global sales team can attend, a company can host 4 events a year that can accommodate the entire global sales team **for the same price.**

Moving from annual to quarterly events increases employee engagement, integrates AI training, and boosts the ROI of your SKO investment, while still improving your bottom line.

**A company can host 4 virtual events a year that can accommodate the entire global sales team for the same price.**

# TOP 5 REASONS WHY YOU SHOULD MOVE YOUR SALES ENABLEMENT EVENTS ONLINE

Besides the apparent tangible convenience, here are the top value-driven reasons you should take your SKO virtual.



## You can get 4X more value out of virtual sales kickoffs

You can't argue with the numbers.

Chad estimates that the budget for just 1 event in Vegas with 1,000 salespeople can rack up \$1,000,000, whereas 1 virtual event for your entire sales force with great speakers and great content (if planned correctly) might add up to \$62,500-\$125,000.

This means that you could potentially host quarterly virtual events for a fraction of the budget, reaching a grand total of \$250,000 - \$500,000.

More money for your bottom line means more resources. The sales department can then reallocate that budget to invest in other sales enablement programs, like **SalesHood** for example.



## You can reach 4X more employees with virtual sales kickoffs

Instead of making your entire global salesforce fly half-way across the world for a conference, you can bring the conference to them.

Chris Szarlacki, director of Channel Marketing from SonicWall, said in his testimony that taking his SKO virtual was a "fast, entertaining and effective way to connect all internal teams at once." He was able to provide a new portfolio of enablement tools to their entire global sales team from anywhere they could access the internet.

Virtual SKOs allow executive sales teams to mingle with the engineering department and product development team, quickly answering questions in real time and making communication seamless. Never have team discussions been so inclusive.



### You can afford more (and better) speakers for the same budget.

Forward-thinking sales enablement coaches are on the rise. Good coaches that resonate with your team are invaluable to their progress.

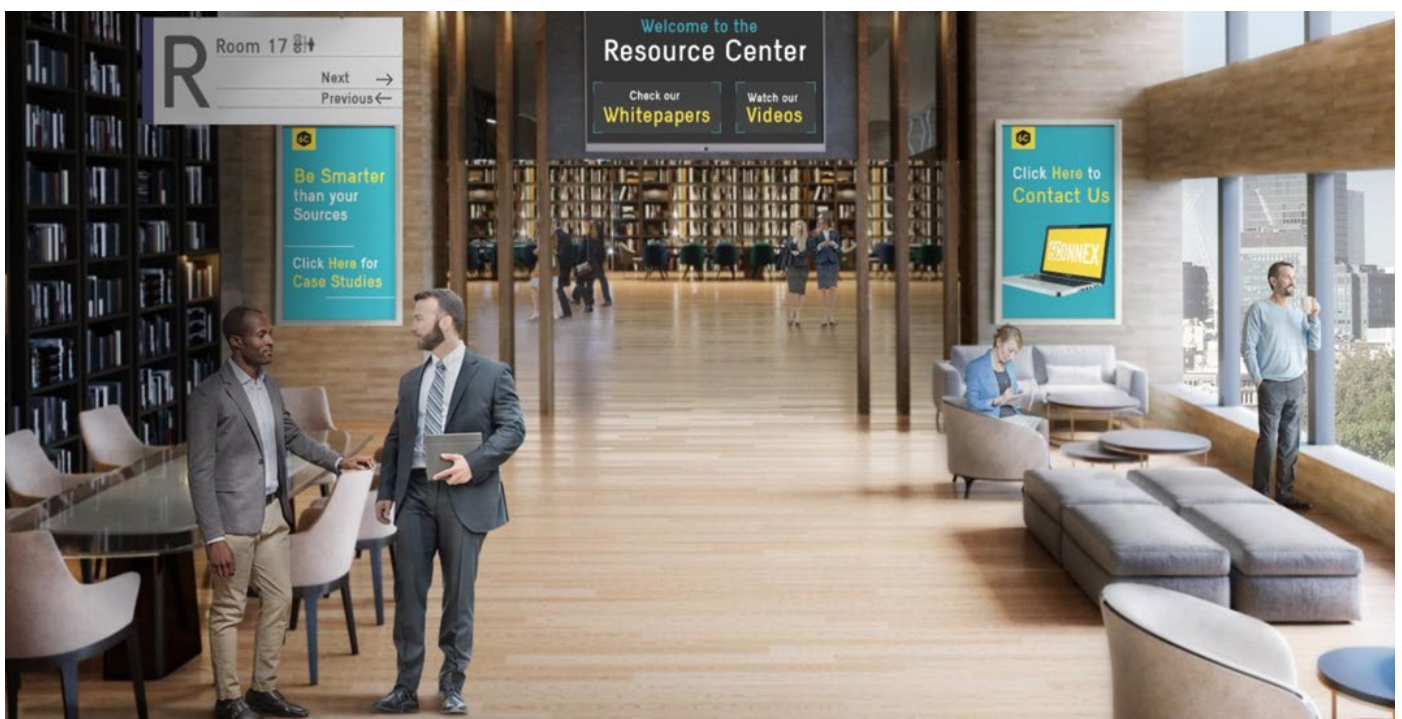
Lucky for us, it turns out that **good coaches charge a fraction of the price to speak on a virtual platform than at an in-person event.**

Chad mentions influential speakers like Keenan, Mario Martinez, or Jamie Shanks charge around \$25,000 - \$100,000 for a physical sales kick-off, depending on different factors (the number of attendees, days, etc).

For a virtual event where they just need to log in for a few hours, they often charge \$5,000 - \$15,000.

"Consider a Vegas SKO with 1 keynote or a Virtual SKO with 4, I'll take the 4 all day!" comments Chad.

Additionally, if you make the switch to virtual and decide to transition to quarterly sales events, great speakers will be even more willing to negotiate a reasonable price and commit to a regular quarterly cadence of meetings with the sales team.



# 4

## You can gamify the experience to increase engagement

Engaged employees are the highest performing employees. Unfortunately, too many companies throw millions of dollars into physical sales kickoffs that are monotonous and impersonal.

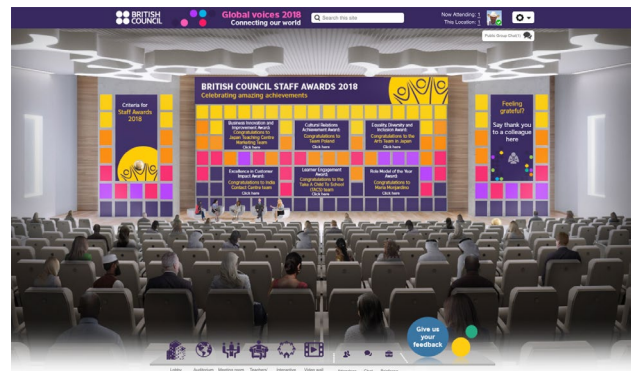
Cue the virtual sales kickoff, where entertainment and engagement meet. The key is to **gamify**.

Chad mentions that creating a competitive environment increases engagement. You can do this by having your CEO and VP of Sales send out invitations several weeks in advance, building up the importance of 100% attendance at 100% of the event.

Then comes the fun part. **You can create a dashboard where attendance stats are transparent. Make it a competition!** Halfway through the day, you can show all attendees each of the attendance and participation of the sales reps, leaders, and teams.

You can give them a scorecard reading of red, yellow, and green. Let teams know that they will be called out for missing or rewarded for perfect attendance.

Additionally, you can incorporate funny trivia questions about leadership, polling employees for answers and providing comedic relief. The possibilities for gaming and engagement at virtual SKO are endless!







## You can recognize top sellers with creativity and flare

One of the most important aspects of a sales kickoff is the recognition of top performers.

Chad tells us that getting recognition right in the virtual world is key and can be even more impactful because it reaches the entire global sales force.

You can creatively incorporate videos of award winners paired with the latest motivational hits, announce the next President's Club destination or other monetary rewards, or have your CEO pre-record a personalized congratulatory video to roll out in real time.

Quarterly sales enablement events also increase friendly competition between top performers who want to see their name in lights!



## READY TO CATCH UP WITH THE TIMES AND TAKE YOUR SKO ONLINE? HERE'S HOW.

Like we said- going virtual is something that sales enablement can **own**.

Companies can save money while simultaneously improving what the purpose of the SKO really is - to train, to learn, and to sell more.

"The return on our investment on the virtual platform far exceeded our initial expectations," says Chris from SonicWall. "We received a much richer, more dynamic experience well beyond what most were expecting from a standard webinar. It felt like we were all there."

CHECK OUT CHRIS' FULL TESTIMONY HERE AND SEE HOW WE CAN HELP YOU START PLANNING YOUR VIRTUAL SKO TODAY.

