

# SKO Survey Templates

This template includes 3 sample surveys that you can use for your sales kickoff. Use it as a guide to help put together your surveys for your sales kickoff, including your pre-SKO survey, daily survey, and post-SKO survey. Make sure to modify the template to match your organization and your sales kickoff.

## SKO Planning Survey

The following survey template can be used to gather feedback as you begin planning your sales kickoff. Remember that the SKO planning survey should be short and open-ended with the goal of getting feedback on what attendees may want to see as you plan your sales kickoff. This survey should be put into a survey tool – such as Google Forms or Survey Monkey – that your organization uses for easy feedback.

Question	Question Type	Notes
<b>What topics are you interested in hearing about at revenue kickoff?</b>	Open Text	
<b>Would you be interested in presenting during a session at RKO?</b>	Multiple choice: Yes, No, Maybe	You can follow up this question if they say yes or maybe to ask what topic they would want to present on.
<b>Do you have a customer who would be available for a customer panel or session?</b>	Multiple choice: Yes, No	
<b>If you answered yes: Please name your customer and what company they are part of.</b>	Open Text	This question should be conditional on the answer to the question above being Yes.

**Let us know if you have any other questions or comments.**

Open Text

## SKO End of Day Surveys

The following survey template can be used to gather feedback on SKO at the end of each day. The goal is to make it short and get feedback on every day while it is fresh in your attendees' minds. This survey should be put into a survey tool – such as Google Forms or Survey Monkey – that your organization uses for easy feedback.

Question	Question Type	Notes
<b>Did the content delivered today meet your expectations?</b>	Multiple Choice: - Did not meet my expectations - Met my expectations -Exceeded my expectations	
<b>Please rate each session (1 being the lowest and 5 being the highest)</b>	Multiple choice: 1 to 5 and N/A for those that didn't attend	In this section, list each session that took place and then put options for 1 to 5 and N/A for each one. This will enable you to get feedback for every single session.
<b>Please rate each presenter/facilitator (1 being the lowest and 5 being the highest)</b>	Multiple choice: 1 to 5 and N/A for those that didn't attend	In this section, list each presenter that presented and then put options for 1 to 5 and N/A for each one. This will enable you to get feedback for every single session.
<b>Anything else to add? What did you love the most? What left you wanting more? What stood out? Recommendations for</b>	Open Text	This is an open-text section that gives attendees the opportunity to add more feedback about the day. Yes.

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**improvement. Any feedback is welcome.**

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### SKO End of SKO Survey

The following survey template can be used to gather feedback on overall SKO at the end of sales kickoff. The goal is to get feedback on the overall event from attendees. This survey should be put into a survey tool – such as Google Forms or Survey Monkey – that your organization uses for easy feedback.

Question	Question Type	Notes
<b>Thinking about the overall SKO event from start to finish, please rate the following:</b>		
<b>SKO provided me with information and skills directly related to my role</b>	Multiple choice:	
	- Strongly agree	
	- Agree	
	- Neutral	
	- Disagree	
	- Strongly Disagree	
	- Not Applicable	
<b>I can immediately use the information and skills I gained from SKO in my role</b>	Multiple choice:	
	- Strongly agree	
	- Agree	
	- Neutral	
	- Disagree	
	- Strongly Disagree	
	- Not Applicable	
<b>Overall each SKO session was useful to my role</b>	Multiple choice:	
	- Strongly agree	
	- Agree	
	- Neutral	
	- Disagree	
	- Strongly Disagree	
	- Not Applicable	

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**The length of SKO was appropriate more?**

- Multiple choice:
- Strongly agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
  - Not Applicable

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**What aspect of SKO did you find the most useful? Please rank in order of preference - only choose a number only once\***

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**Presentations** 1 - 4

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**Panel Discussions** 1 - 4

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**Breakouts / Exercises** 1 - 4

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**Networking** 1 - 4

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**Please indicate your level of satisfaction with the following SKO elements: FEEL FREE TO ADD IN ANY OTHER CATEGORIES THAT APPLY TO YOUR SKO**

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**The PLATFORM NAME used overall**

- Excellent
- Satisfactory
- Poor

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**Logistics and organization**

- Excellent
- Satisfactory
- Poor

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**Expo (booths)**

- Excellent
- Satisfactory
- Poor

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**Entertainment**

- Excellent
- Satisfactory
- Poor

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**Branding and communications**

- Excellent
- Satisfactory
- Poor

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<b>Keynote speaker</b>	<ul style="list-style-type: none"><li>- Excellent</li><li>- Satisfactory</li><li>- Poor</li></ul>	
<b>Networking (sessions)</b>	<ul style="list-style-type: none"><li>- Excellent</li><li>- Satisfactory</li><li>- Poor</li></ul>	
<b>Swag</b>	<ul style="list-style-type: none"><li>- Excellent</li><li>- Satisfactory</li><li>- Poor</li></ul>	
<b>8. Anything else to add? What did you love the most? What left you wanting more? What stood out? Any suggestions on how we can improve future SKOs? Any recommendations for improvement?</b>	Open Text	This is a final opportunity for attendees to provide feedback.

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