

5 tips for SKO success checklist

Sales kick-offs (SKOs) are a major event in the sales world - whether they're virtual, hybrid, or in-person. Our Sales Enablement Landscape Report 2022 found that 72.2% of sales enablers were involved in running SKOs at least partially, so it's a big responsibility and an important one to get right.

But with so much involved, how do you keep track of everything?

Using our handy checklist of course!

Key to SKO success	✓/✗
<p>The most important thing to remember is to make it fun. We're mentioning this first because fun can get lost amidst the endless priorities that the SKO needs to cover.</p>	<p>Is your event fun?</p>
<p>At the end of the day, an SKO involves human beings with feelings and emotions and they will be happier and find the event more memorable if it's fun.</p>	<p>✓</p>
<p>Is your SKO virtual? Try breakout rooms and other activities of that nature. At an in-person event happy hours and social events can be a hit - once you account for introverts too!</p>	
<p>Ensure you can communicate with your speakers at all times. Let's face it - things won't always go 100% according to plan. You need to have lines of communication open with your relevant people. It's easy to forget, until someone's going way over time on stage and you have no way of letting them know!</p>	<p>Are lines of communication open?</p> <p>✓</p>

In a live event this could be an earpiece, while in a virtual event it can be as simple as ensuring the speaker hasn't muted their Slack notifications so you can still keep in touch.

Moral of the story - keep your lines of **communication with speakers** open at all times.

This applies to *all* your sales enablement efforts but it's especially pertinent when planning SKOs - make sure you account for **varying learning styles**.

The people attending your SKO, the ones you want to provide value to during the event, will have **different learning styles** and without accounting for this you risk wasting time.

Considered
different learning styles?

For example, if your entire SKO consists of speakers talking at your audience, then maybe the diligent note-takers will have some worthwhile takeaways, but anyone who learns through *doing* will have gathered less than if you had dedicated some time to a roleplay session as well.



Learning styles are an important thing for an enablement team to have a handle off, so don't brush them aside when it comes to SKO time.

Running a virtual or hybrid event? Take advantage of it and go **global**. It's even something you can incorporate into in-person events if you really want to.

Are you thinking
globally?



With modern technology you can bring in speakers from **all over the world** - that means fresh perspectives from people from even more

sales enablers. It's an opportunity to pull in valuable insights and messaging from people you're unlikely to get at an in-person conference.

Memorable speakers make SKOs that much more impactful, but they can provide that impact from **anywhere in the world** if you do it right. Don't be afraid to consider this option.

Have a **contingency plan** for each moment of your event. If something goes off script, are you ready to act? Things you should have planned for include:

- Tech and connectivity issues (what if a speaker can't dial in?)
- Late illnesses or other availability issues (what if someone pulls out?)
- Schedule irregularities (what if someone wraps up too early?)

Do you have a **contingency plan?**



Despite the hours upon hours of planning that goes into SKO, things can and will go wrong so dedicate a serious part of your planning process to **contingency plans** for your various activities.

This way, you still get the most out of the time you have even if you have to revert to your backup plan.
