

SALES KICK-OFF PLANNER

Plan a kick-off that **actually** **changes** how your team sells.

A one-page-at-a-time worksheet for sales
leaders. Fill it in before you build a single slide.

Objectives & theme

Get clear on why you're doing this before you plan a single session. If you can't finish these sentences, your team won't leave with a clear takeaway either.

THE ONE THING THIS SKO MUST CHANGE

KICK-OFF THEME / TITLE

SUCCESS LOOKS LIKE THIS 90 DAYS AFTER THE KICK-OFF

TOP 3 PROBLEMS THIS SKO NEEDS TO SOLVE

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WHO THIS KICK-OFF IS FOR (ROLES, TEAMS, TENURE MIX)

Agenda, content & pre-work

TIMELINE

TIME	SESSION	OWNER

SPEAKERS & WHO THEY'RE SPEAKING TO

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PRE-WORK REPS MUST DO BEFOREHAND

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Follow-up & accountability

A kick-off that isn't reinforced in the field is a party. Decide now what happens in the four weeks after, not the week after.

ONE BEHAVIOUR EVERY REP COMMITS TO CHANGING

HOW MANAGERS REINFORCE IT IN THE NEXT 30 DAYS

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HOW YOU'LL MEASURE WHETHER IT STUCK

CHECK-IN DATE ON THE CALENDAR

Want help running this one?

I help sales teams design and run kick-offs that stick. Book a free review.

simplerselling.co.uk