



10 Tips to Make Your Remote Sales Kickoff a Spectacular Success

Start 2022 Right, Remotely



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REMOTE SALES IS DE RIGUEUR

TIME FOR ANOTHER REMOTE SKO - LET'S DO IT EVEN BETTER THIS TIME!

THE NEW NORMAL HAS CHANGED SO MUCH ABOUT ENTERPRISE SALES, AND WITH IT YOUR SALES KICKOFF. SELLING REMOTELY HAS BECOME THE NORM, AS TRAVEL AND FACE TO FACE MEETINGS ARE SEVERELY LIMITED DUE TO EACH NEW WAVE OF THE GLOBAL PANDEMIC.

You have adapted your sales strategies and tactics all year long, and your 2022 Sales Kick Off is a chance to go through lessons learned, and start 2022 even better.

You probably have a lot to communicate: new high-level strategies, a refocus towards different sectors, and novel granular tactics, all while harnessing sales teams' enthusiasm and motivating them to give it their all.

This is your moment to shine as marketers and sales enablement professionals in the high profile — often high-budget — SKO, but there are a lot of logistics to consider. Just to make things even more challenging, many large companies are still not allowing business travel, meaning this year's SKO will most likely be entirely remote, or some form of hybrid.

The big question is: how can you use a digital SKO accomplish the sales goals your management has set out for your company? With technology, creativity, and a lot of planning your SKO can be even more awesome, impactful, and effective than ever before.

Here are 10 tips for making SKO 2022
one to remember, for all the right reasons.



CLEARLY DEFINE THE EVENT GOALS AND KPIS



WHETHER YOUR SALES ENVIRONMENT HAS TAKEN A HIT FROM COVID-19 OR IS THRIVING AS A RESULT OF THE PANDEMIC, YOUR FIRST STEP IN STARTING YOUR SKO IS TO MAKE SOME HIGH-LEVEL DECISIONS ABOUT YOUR SKO GOALS. TO ACHIEVE THIS, CONSIDER YOUR COMPANY'S STRATEGY FOR MAKING SALES, MEETING TARGETS, AND THRIVING IN THE COMING YEAR.

For companies selling into unstable industries — travel, for example — you may want to retrain certain sales reps to sell into those verticals that are still buying — health, remote learning, government, and so on.

Are you launching a new product or pivoting an existing one for the changed situation, and need to communicate new product knowledge?

Each of these is an important consideration, and each demands different approaches to the SKO. For example, if you've had to eliminate some positions and you're concerned about motivating the remaining reps, you'll want to focus on bonding activities. But if you've just developed a product for clients affected by COVID-19 and want to make it your flagship item, you'll prioritize training on this product instead.

Define your KPIs up front, based on your event goals, which will allow you to measure the success of your SKO. Are you looking to reach a certain level of sales for a new product? Expand into a new market? Ensure that sales reps are using a particular tool or sales methodology? Identify what is important to achieve and then determine how you will go about measuring it. For example, if your goal is to shift reps' focus from targeting travel companies to financial institutions, you can measure their success in role play sessions with Jenny, the AI sales coach from Second Nature, and then after the event measure percent increase of new bookings in the new segment.



If your goal is to shift reps' focus from one vertical to another, you can measure their success in practice sessions with Second Nature's Jenny, an AI sales coach, and then after the event measure percent increase of new bookings in the new segment.

02

PAINT A BIG VISION



Are your sales people just selling point solutions, or do they have a bigger vision to offer? One of the ways to keep salespeople engaged and prime them to close sales is to share a broader picture of the company. Use your SKO to remind sales reps that they aren't simply selling a single tool, but an entire suite of solutions that bring specific benefits to customers.

It's particularly important during this pandemic, when remote working means that sales reps are likely to feel disconnected from the organization. Equally, if they only have a partial understanding of your overall suite, they could struggle to convey the ways that they would assist customers during this unique period. Give reps the tools to sell the whole solution, rather than specific point products, and understand customers better so that they can make more sales.

03

TRANSLATE THE VISION INTO PRACTICAL TACTICS



As important as the larger vision is, it's useless without execution. For sales reps who are struggling to make sales, you need to break your marketing speak down into conversational English and actionable advice. Think of it as helping someone who's trying to quit smoking. Knowing all the benefits isn't enough to help them make the leap; they need practical ways to change their habits too.

If you're asking your sales reps to change the way they sell, you need to help them make that shift on a tactical level. Think about the top changes in behavior that reps need to make to meet your targets. Boil your new vision down to 3-5 key initiatives, such as new market, new message, and new pricing, and assign concrete goals to each one.

Break down your high-level strategy into detailed tactics, tools, insights and talk tracks, so that your SKO is all about driving change. Once your executive team lays out the big vision, your enablement team must be ready with the tools to execute it.

04

OVER PREPARE



Prepping for the SKO always begins well in advance, and SKO 2022 is no different. It takes time and resources to decide which changes to implement, and even more to translate strategy into bite-size instruction.

You'll have to be super-organized to ensure that all your sales materials are ready in advance, and send them to reps before the SKO, not after. It helps to involve your senior executives in the process, to serve as your champion for gathering all the materials you need.

Your preparation needs to include the actual event, too. Technical difficulties can plague even the best-run events, so make sure that you have people in charge of troubleshooting, and backup material in case the internet connection fails. Prepare asynchronous digital activities like sales conversation practice using Jenny, the AI sales coach from [Second Nature's sales coaching software](#), and let everyone know how to dial-in to synchronous activities by phone if their internet is spotty.

05

MIX UP THE FORMAT



When you're running a digital event, you can support many more types of content than an in-person one, so take advantage of that feature. You can and should mix up your media to include formats like live and pre recorded video, animated video, online panels, and more. Try out some of the cool new tools for remote schooling, like Kahoot or SurveyMonkey for contests and Padlet for interactive sharing. You can also send written material in advance, and draw on it during live sessions.

Virtual breakout rooms allow for role-playing practice as well as chatting. For example, you could have reps practice pitches on their own with Jenny, a virtual role play partner in Second Nature's sales coaching software, and then get back together again and compare their experiences. Sales managers can check out their reps' scores on Second Nature and help them build a personalized improvement plan.

06

MAKE IT MORE INTERACTIVE



Even when your SKO is in person, it's challenging to keep the attention of your reps and stop them from dozing off. To prevent your SKO from putting everyone to sleep, find ways to involve participants in the event.

Keep your lectures short and include more interactive tasks. Gamification, quizzes, Q&A sessions, and challenges all have their place in this year's SKO. Interactive sessions also help your sales reps network, which is another much-loved element of the traditional SKO that would otherwise be lacking when you go virtual.

You want to prepare your reps to hit the ground running, so help your reps refine every phrase, call, and sentence for maximum impact with role play practice with Jenny in Second Nature's sales coaching software.



Help your reps refine every phrase, call, and sentence for maximum impact with role play practice with Second Nature's Jenny, an AI coach that is always available to practice and give feedback.

07

RETHINK WHO TO INVOLVE



Another side benefit to a virtual or hybrid event is that you can involve absolutely everybody, no matter where they are in the world. There's no travel expense to bring in outside speakers to razz things up, so let your creativity go wild! Beam in executives and clients from across the globe to share their experiences and promote the virtues of your product.

Look within your own company too. There may be employees who wouldn't typically receive an attendee pass for a Vegas extravaganza, but nonetheless have a lot to gain and contribute from the event, so consider opening it up to your broader organization. Product people, R&D personnel, and more can benefit from hearing the customer point of view more closely.



As we've learned from all the remote events held in the past year or so, shorter sessions are much easier for people to stay focused in, so consider spreading the event itself out across a longer period of time with more breaks.

It's very difficult to sit through even an hour-long Zoom without losing the audience's interest - Zoom fatigue is a very real thing, and you don't want to turn your reps into "Zoombies." At the same time, if you aren't physically bringing people together, there's no reason to pack everything in to three days.

When your whole SKO is online, why create an artificial end to the event? Keep things going beyond the usual closing ceremony, such as by planning mini bonding events for each team every week during the month after the main event. You can send out recordings and highlights videos too, to hold onto the atmosphere and enthusiasm. Second Nature enables you to roll out new learning modules or messages every month or quarter for your sales reps to learn and perfect, and then you can hold a mini-conference for teams to compare their results and share tips.



Use Second Nature to let reps practice on in-between days. And you can roll out new messages or learning modules to practice throughout the year, keeping the energy of the SKO alive.





Did you know that students forget 75% of the material they have learned after a single day? This is known as the forgetting curve. The good news is that repetition over time improves retention.

One of the benefits of a digital SKO is that you can build it in a way that combats the forgetting curve. Combine educational sessions in the morning with regular work activities in the afternoon, for example, and hold your SKO across six days instead of three. This way, sales reps can apply the techniques that they learned about a few hours earlier to their real-world tasks, thereby gaining a deeper mastery over them, and revisit the same topic again the next day to increase recall.

Ongoing pitch practice throughout the quarter and the rest of the year becomes easy once you've introduced your sales reps to Jenny, the AI sales coach in Second Nature's coaching software. Reps can log in whenever they have a free moment, or choose practice modules specific to their upcoming sales calls, to brush up on skills. They can refresh concepts they have already learned (at, say, the SKO), and work on improving their skill level and upping their scores, or they can explore new material in bite-sized modules, and keep practicing it until they've gained a new capability. This ongoing, individualized pitch practice helps your reps retain more, and gain mastery.



Use Second Nature's Jenny to help your reps refresh concepts they have learned at the SKO, to overcome the forgetting curve.



DON'T FORGET THE FUN!



An effective SKO is more crucial than ever this year, but don't overlook the fun. It's even more important to engage sales reps, inspire them, and excite them about your product, your organization, and their sales prospects.

Using an interesting theme can take you a long way. The extent to which you invest in it matters a lot more than which theme you use, so don't be scared of being cheesy. Whatever theme you choose, take it, run with it, and apply it to every detail. You could have your CEO or CMO dress up in costume that matches your theme for your opening session or grand finale, for example.

Run guessing games and competitions, because people will do anything for prizes. It's worth it to send out swag bags in advance, and include items that participants should use, display, or enjoy during the event. One company sent cocktail kits to each rep so that they could share a happy hour, and another gave each participant a funny hat to wear.

YOUR VIRTUAL SKO CAN BE YOUR BEST YET

Your 2022 SKO needs to be better than ever, and the fact that it's virtual shouldn't hamper you in reaching that goal. Use these tips to maximize the benefits and overcome the drawbacks to kick off a year of top sales for your company! For easy reference, use the summary checklist on the next page.

10 TIPS TO MAKE YOUR REMOTE SKO A SUCCESS

TIP	SUMMARY	HOW SECOND NATURE AI-DRIVEN SALES COACHING SOFTWARE CAN HELP
 01. DEFINE GOALS & KPIS	Your SKO goals may include training on new markets, increasing reps' motivation, etc. KPIs should match your goals.	Use Second Nature to achieve specific learning and selling goals, and measure the results before and after the SKO, and throughout the following months.
 02. PAINT A BIG VISION	Give reps the mindset and tools to sell your whole solution.	Use Second Nature's Jenny, an AI sales coach to roll out practice sessions to help reps sell the big vision
 03. TRANSLATE VISION INTO TACTICS	Break down high-level strategy into detailed tactics, tools, insights and talk tracks.	Each talk track can become a new coaching module for Jenny on Second Nature, giving reps the chance to practice it in their own words and polish their delivery.
 04. OVER PREPARE	Send all materials in advance, and plan for the worst case scenario.	In case of Internet difficulties during the event, practicing with Jenny can be a great asynchronous alternative activity. Help reps prepare on their own by having them run through simulations before certain sessions.
 05. MIX UP THE FORMAT	Use various tools to keep the format interesting and varied.	Second Nature provides a unique, interactive format that gives reps a chance to practice sales conversations with Jenny, the AI coach, receive immediate feedback and improve.
 06. MAKE IT MORE INTERACTIVE	Use interactive methods like gamification, quizzes and Q&As to keep people engaged.	Second Nature's Jenny adds an interactive element of role play practice that reps can use before, during and after the SKO.
 07. CONSIDER WHO TO INVOLVE	Consider involving more far flung people who wouldn't typically be involved in the SKO.	People who cannot attend can use Second Nature's Jenny asynchronously for sales coaching and still get the main points.
 08. ADAPT THE TIMELINE	Keep sessions short, and consider spreading out the days.	Reps can practice on in-between days with Jenny from Second Nature. And you can roll out new learning modules to practice throughout the year, keeping the energy of the SKO alive.
 09. REINFORCE LEARNING	Overcome the forgetting curve by building your reinforcement plan even before the SKO.	Second Nature's Jenny AI sales coach lets reps continue practicing and learning throughout the year, on their own time.
 10. HAVE FUN!!!	Select a theme, get cheesy, send out swag bags, make it fun!	Jenny from Second Nature makes practicing sales conversations fun! It takes the stress out of role plays and lets reps hone their skills independently.



About Second Nature

Second Nature provides innovative sales coaching software that lets you scale up your sales coaching. The SaaS solution provides Jenny, a “virtual role play partner,” that uses conversational AI to have actual discussions with sales reps, score them, and help them improve on their own, so they can ace every sales call.



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