



Sales Kickoff Research

VORSIGHT

Purpose & Sample Size

In November 2012, Vorsight surveyed 963 B2B Sales Reps, Managers, and VPs on their sales kickoff meetings (SKOs).

The purpose of this research is to provide insights and benchmarks to people who organize sales kickoff meetings. In searching for information on SKOs, there seemed to be a lack of objective information. What you are about to read is the only known objective research on sales kickoff meetings.

We first ask respondents simply, “Does your organization have a sales kickoff meeting?”

No SKO: 32.92%

Yes SKO: 67.08%

The 464 B2B sales reps, managers, and VPs who completed the survey *and* work at companies that hold a SKO represent our sample size for the remainder of this research.

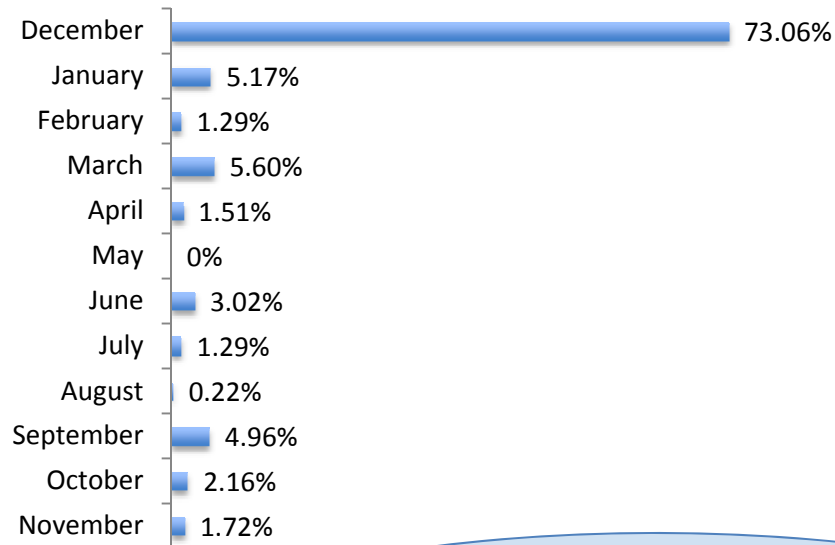
We divided the “yes” respondents into two segments: those who are responsible for the vision, budget, and/or organization of their company’s SKO and those who are not.

Responsible: 41.38%

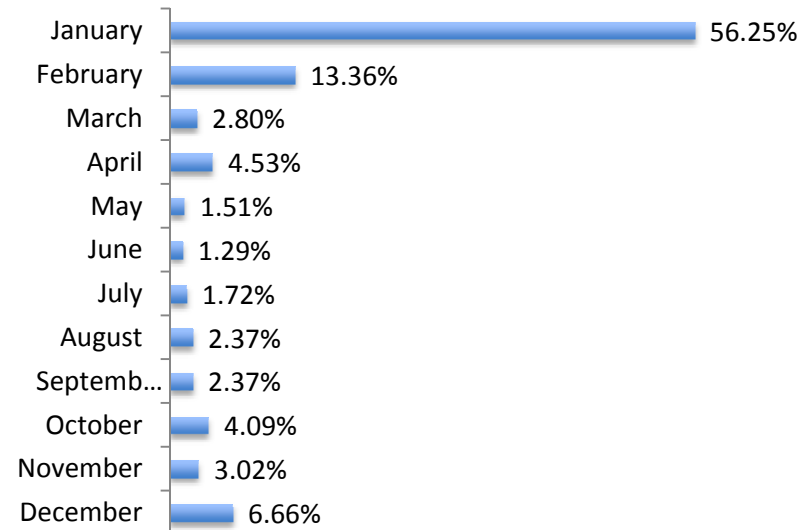
Not Responsible: 58.62%

The segmentation allowed us to ask more detailed questions of organizers vs. participants to see if there were any interesting findings between the two groups.

When is your FYE?



When is your sales kickoff?



“Look at how the FYEs don’t correlate more closely with the SKOs. If 73% are Dec FYE, one would think that 73% of those SKOs would happen in Jan. In reality many push until Feb. This is a bad way to start off the year – one month behind.

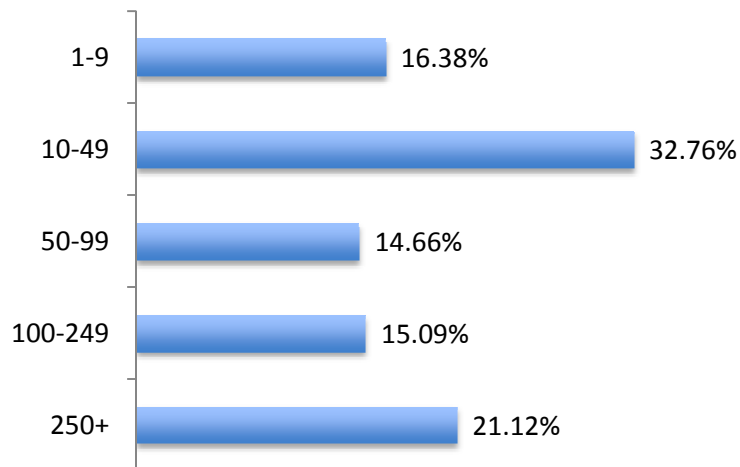
It’s very interesting that 7% hold SKOs in December. You would think that these sales teams are busy closing Q4 business, yet they still make time for a SKO before the year even ends. Do these organizations who get a jump on next year know something that bucks conventional wisdom and gives them a leg up?”

Steve Richard
Co-Founder
Vorsight

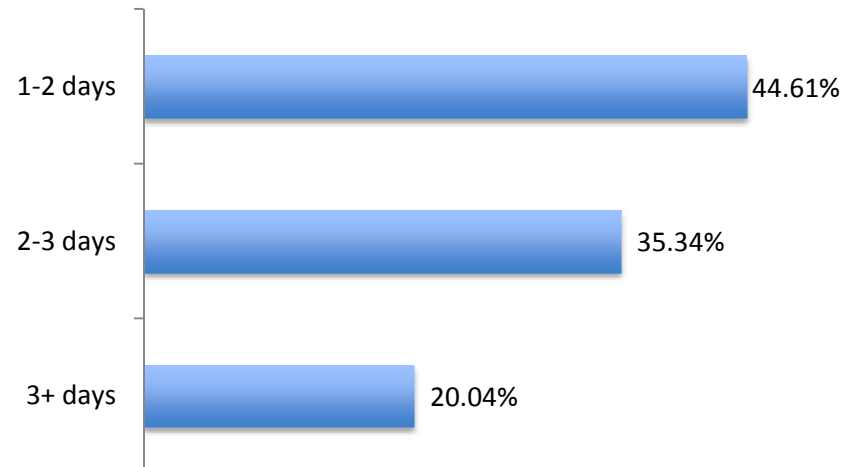


Demographics

How many reps attend your sales kickoff?



How many days does your sales kickoff last?



Guest Speaker

Have you hired a guest speaker for you SKO?



What guest speaker did you hire most recently?

Top two responses:

1. Do not recall
2. One of our customers/client

Please see the appendix for a complete list of speakers.

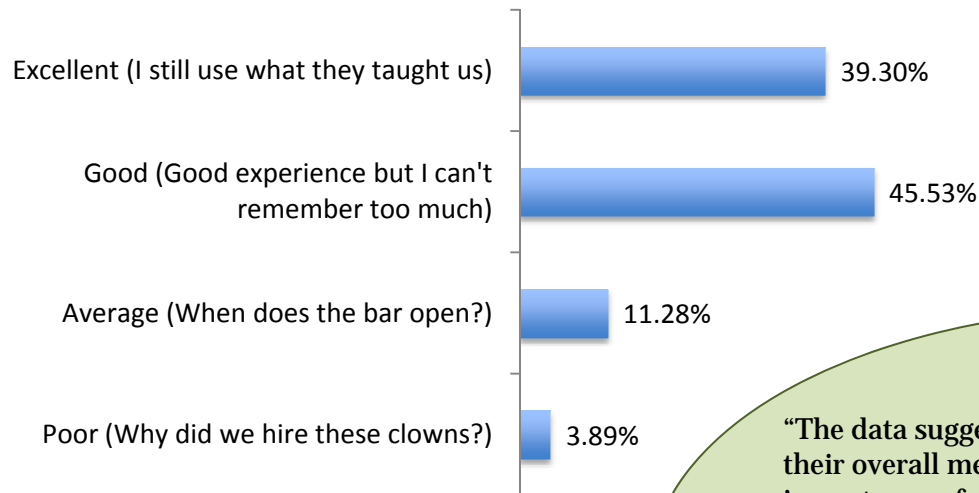
“I find it interesting that companies invest a lot in their sales kickoff meetings yet the attendees can’t remember who spoke at the event.”

Ingrid Freemyer
Marketing Manager
Vorsight



Guest Speaker

How would you rate the overall experience with that speaker?



“The data suggests that companies invest substantially in their overall meetings, and understand the need for and importance of sales skills and prospecting training. But only 39% rated their past speakers as ‘Excellent’, with the remainder not remembering what was covered (and worse). Long after the band, the booze, the golf outing, and the logo shirts are forgotten, the investment in your training can and should still be paying off, if you pick the right person and don’t skimp on the investment in this most impactful area.”

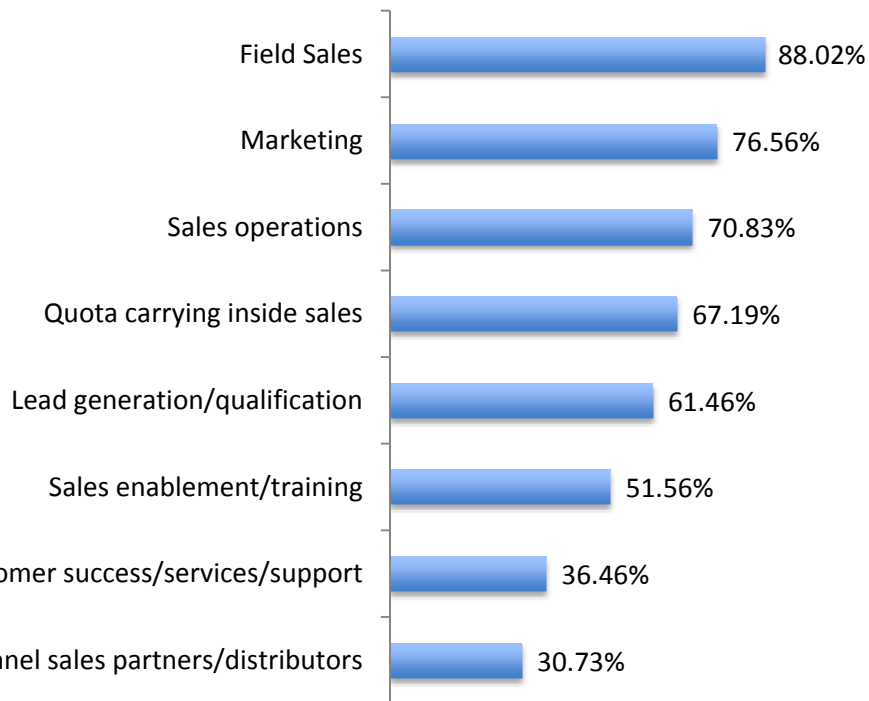
Art Sobczak
President
Business by Phone Inc.



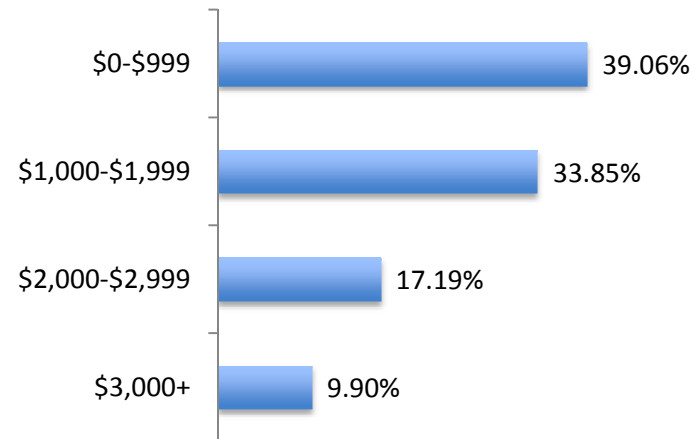
The following are responses from the 192 (41%) of our respondents who indicated they are responsible for the strategic vision, content, and/or planning of their company's sales kickoff meeting.

ORGANIZER'S RESPONSES

What groups attend your sales kickoff?

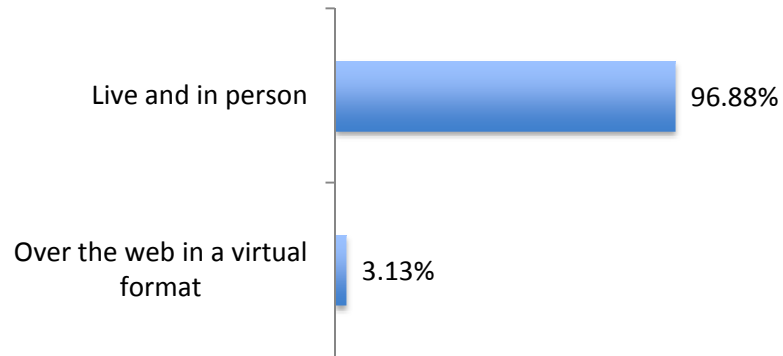


How much do you spend per person on your sales kickoff?

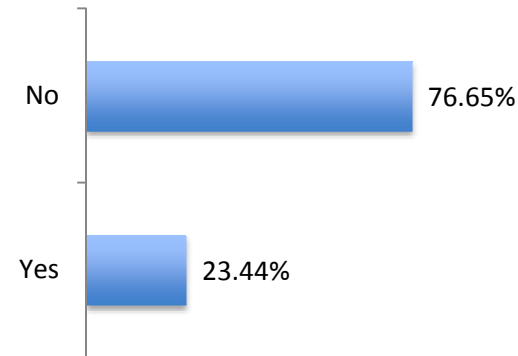


The Meeting

Is your sales kickoff virtual or in person?



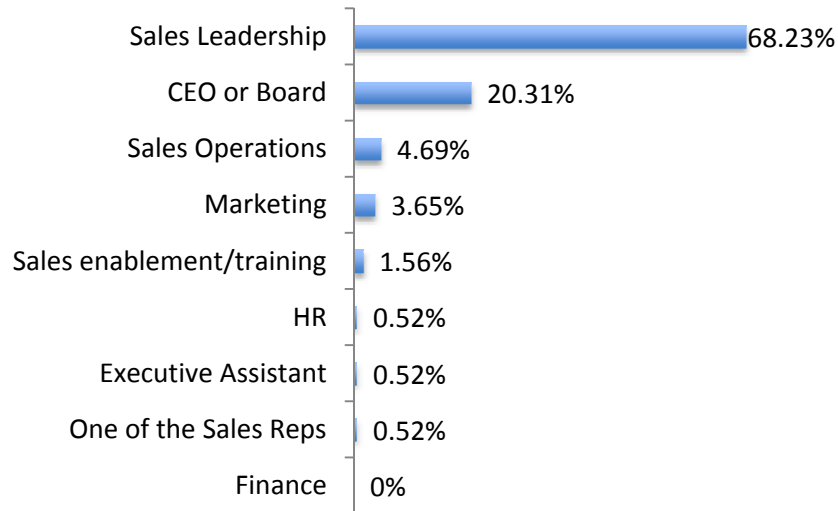
Is your sales kickoff part of a larger company meeting?



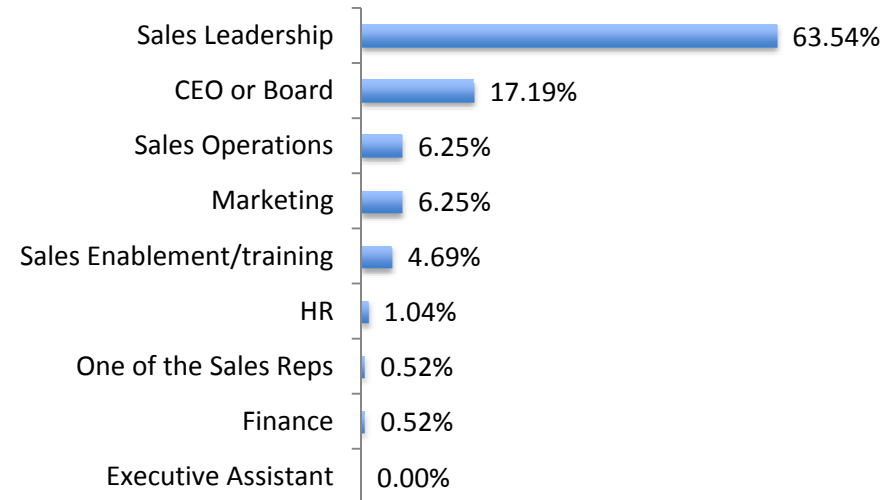
Organizing the Meeting

Who owns responsibility for the...

strategic vision of the SKO



content of the SKO



“Communication is wildly important to the success of your team. Just because your senior executives know the plan doesn’t mean that anyone else does. Sharing the vision and aspirations of your organization does more to drive sales productivity than most of the ongoing training and coaching you provide the rest of the year. Take time to over-communicate what your sales team should be passionate about. You’ll be shocked at the extra motivation that ripples through your entire sales team.”



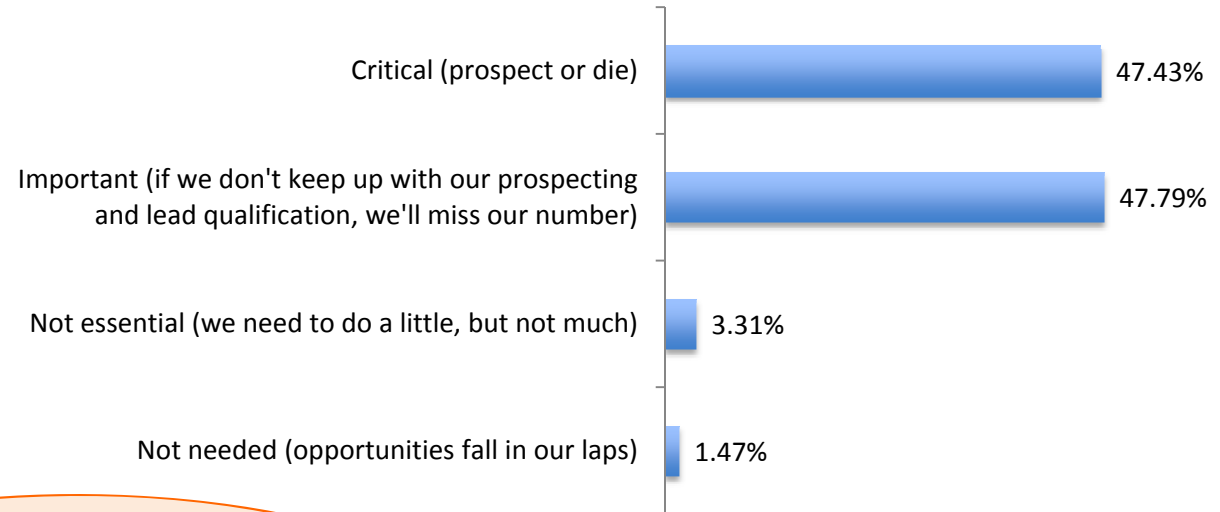
Dan Waldschmidt
President
Waldschmidt Partners Intl.

The following are responses from the 272 (59%) of the survey respondents who were not responsible for the vision or planning of their company's sales kickoff meeting.

PARTICIPANTS' RESPONSES

Prospecting/Lead Qualification

How important is prospecting and lead qualification to your sales organization?



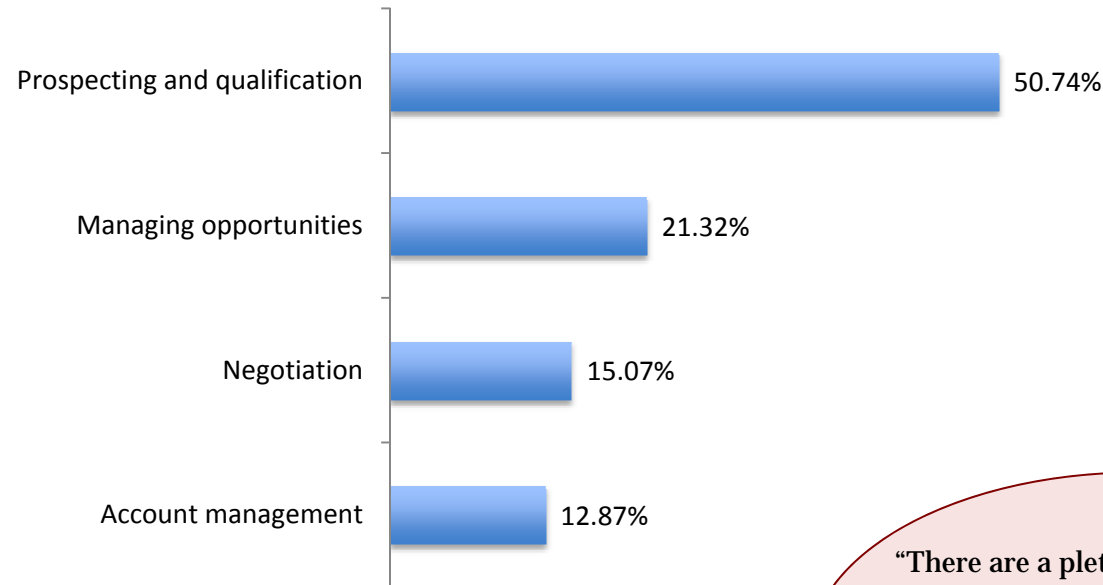
“Sales professionals are yearning for more professional development opportunities and they want more of those opportunities at their sales kickoffs. Sales leadership should take advantage of that captive and engaged audience to really invest in their sales team’s skills.”



Jamie Shanks
Managing Partner
Sales for Life

Sales Process

Which part of the sales process do you find most challenging?



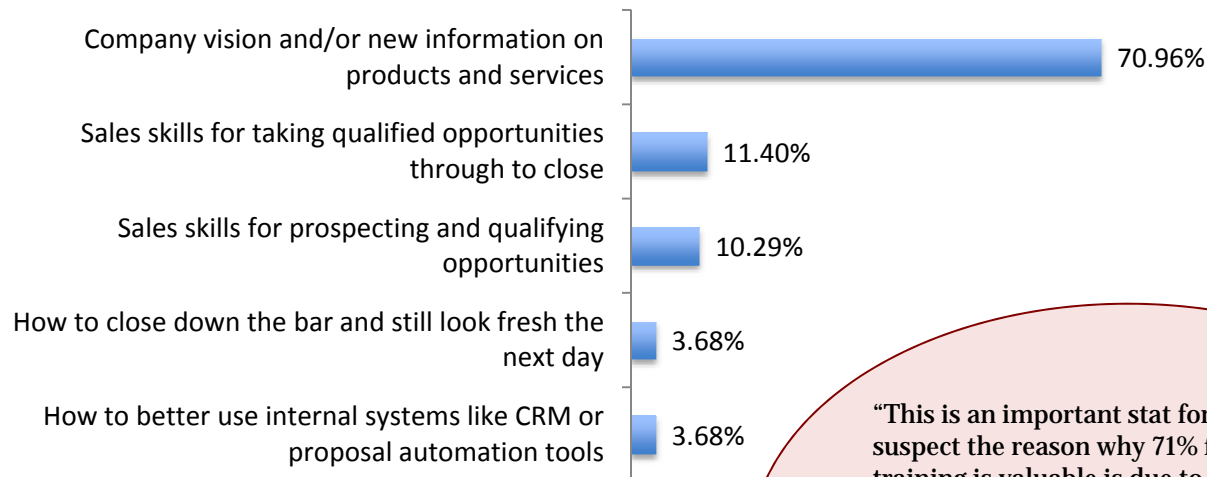
“There are a plethora of statistics showing that sales reps are having lead generation/prospecting challenges. The *top of the sales funnel* can be perplexing for sales teams to master – yet vital to overall success.”

Jamie Shanks
Managing Partner
Sales for Life



What Reps Learned

What was the most useful thing you learned at your last sales kickoff meeting?



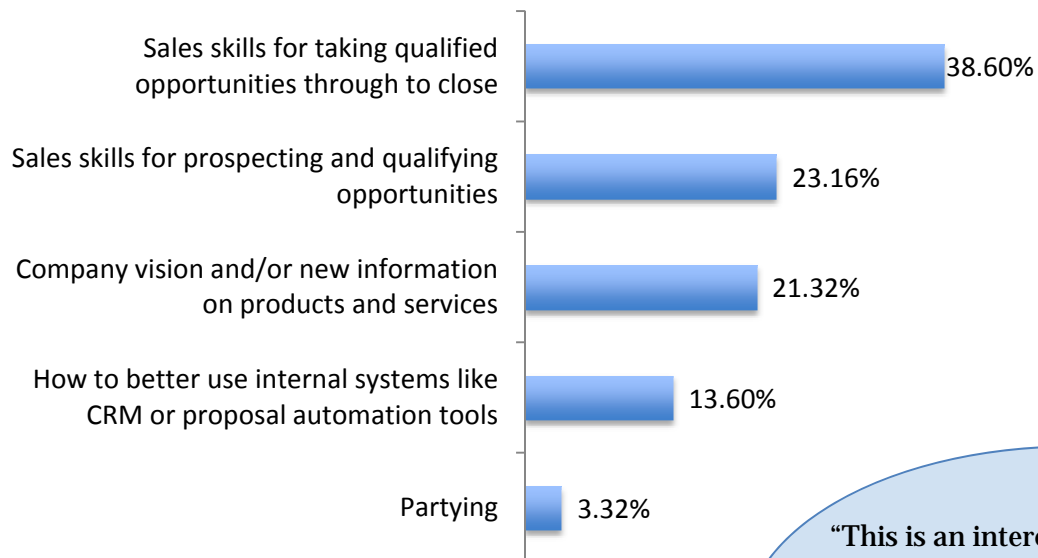
“This is an important stat for sales leaders. I suspect the reason why 71% feel product training is valuable is due to the high percentage of kickoffs that **only** present new product training. Why are they not satisfying their sales reps’ need for greater prospecting tools when over 50% of sales reps have indicated that prospecting & qualification is the most challenging part of the sales process for them?”

Henry Schuck
VP of Sales
DiscoverOrg



What Reps Want

What would you like to see more of at your next sales kickoff meeting?



“This is an interesting point for executives to note as there is a disconnect. Executives don’t think salespeople want to have skill training, but clearly they do based on the findings.”

Lee Salz
CEO
Sales Architects



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Appendix: guest speakers for sales kickoff meetings