

THE 3 TYPES OF MINDSETS YOU'LL SEE AT YOUR SALES KICKOFF

At every SKO, you should expect a melting pot of personalities in the room. It's your job as a sales leader to be prepared to work successfully with all of them.

SENIOR LEADERSHIP

As a leader, you are responsible for not only setting the vision but also for establishing the reason for change. Then you'll need to connect the vision to something beyond the sales organization. Make sure you work with your Sales Enablement team to align the SKO event goals with the broader goals of the company.

FRONT-LINE MANAGERS

It's important that front-line managers and mid-management are prepared to support your vision for the SKO. They should come prepared to learn, then be ready to commit to what they can do personally to be accountable for reinforcing change.

SALES REPS

Expect sales reps to come to the SKO with many different mindsets. As a sales leader, be on the lookout for each of these perspectives and plan ahead for how you'll need to work with them.

THREE TYPES OF SELLER MINDSETS



1 | SPONGES

We all love sponges. You can spot the sponges right away. They are sitting up front, eager, with meeting materials in hand - ready to participate.



2 | VACATIONERS

Vacationers, on the other hand, are more kicked back and generally scattered about. They come in with a mindset focused on how they plan to have fun versus what they are planning to learn. They'll be the ones closing down the bar every night.



3 | PRISONERS

Prisoners come in with the mindset of a captive. They are being required to attend the SKO event, otherwise they wouldn't be there. Prisoners enter the SKO with two kinds of mindsets - **Skeptics** and **Cynics**.

SKEPTICS



Don't give up on the skeptics. Skeptics can be converted by your actions. Since converts are generally the ones that sing the loudest, they can be your biggest driving force to bring others along and get things done in a team environment.

CYNICS



Then there are the cynics. They won't be converted, no matter what you do. Sales reps that come to your SKO with a cynical mindset are those that you may need to make available to the rest of the industry after the SKO.