

SALES KICKOFF TIMELINE OPTIONS

BEFORE THE EVENT

Assign pre-work and eLearning courses to build awareness, create mindsets and set expectations.

	DAY 1	DAY 2	DAY 3	DAY 4
AM	Managers travel to sales kickoff venue	Keynote speaker on high-level context	General or customized skill building	Skills building breakout groups
PM	Sales reps travel to sales kickoff venue Manager game-face meeting for success	Deep dive around key topics: - Strategic direction - Market insights - Product announcements	Skills building breakout groups	Functional area team meetings to debrief and align for action
EVENING	Presentation of awards & recognition Welcome dinner	Evening event: - Team building - Fun activities - Networking opportunities	Team dinner	SKO ends - All travel