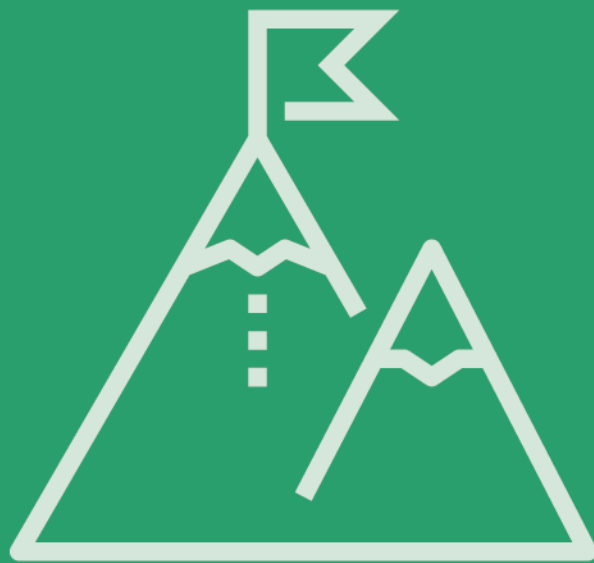




# CREATE THE BIGGEST IMPACT AT YOUR ANNUAL SALES MEETING



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A WHITEPAPER BY THE BROOKS GROUP

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# Annual sales kickoff meetings are a great opportunity to get the entire team together in one place—to share ideas, network, and get motivated to hit the ground running in the New Year.

It's a great chance to reinforce your organization's purpose along with the strategies and tactics you'll use in the coming year to meet it.

Plan your meeting to optimize engagement and avoid the most common pitfalls that can turn a valuable opportunity into a snooze-fest for your team. Here are 6 things you shouldn't be doing if you want to hold a successful sales kickoff meeting.

## 1 **Don't Only Include Presentations from VPs and Directors**

It's important for stakeholders and executive figures to demonstrate their support for the sales team, but don't miss the opportunity to highlight top performing salespeople at your kickoff meeting. Your team wants to hear upper level management input, but learning the secret sauce from one of their peers will really make a lasting impression on your reps.

## 2 **Don't Deliver a Locker Room Speech**

Motivation stems from inspiration. If you really want your annual sales meeting to inspire, make sure that your motivational messaging is genuine and specific to your strategy. Your team is full of competent professionals that crave valuable content, so spare them the cliché rah-rah speech and give them something they can get behind.

## 3 **Don't Have the Kickoff Prior to Setting Territories and Quotas**

If at all possible, assign territories and quotas to your team prior to the sales meeting—it will give your reps time to digest the information and prepare any questions they may have concerning it. At the kickoff, everyone will be on the same page with what's expected of them, and you can channel your focus into motivation for getting it done.



## 4 Don't Fill Every Minute of the Itinerary with Presentations

Lectures are boring. Your sales kickoff meeting should be informative, but don't overlook the meeting as a valuable opportunity for salespeople to share ideas and network. Networking and collaboration are consistently ranked by salespeople as the most valuable parts of this type of event. Keep presentations interactive and include exercises that intentionally drive idea sharing and collaboration.

## 5 Don't Lose Credibility with a Cheesy Theme

You won't get much buy-in or enthusiasm from your sales team if your meeting is based around a cheesy theme. "Crush It in [insert year]" isn't actually very inspiring. Pick an area of focus instead, maybe where your team's greatest challenge lies. Think "Outselling Lower Priced Competition" or "Strategic Account Management," for example.

## 6 Don't Overload Your Team with Information

It's easy to get carried away during a kickoff, but resist the urge to cram a year's worth of meetings into one event. Your sales team may be full of superstars but there's a limit to how much information they can retain in one sitting—avoid topics that can be addressed during a conference call or web meeting. Keep in mind the "less is more" principle, and focus on the most important topics that are best delivered face-to-face.



# Use Your Annual Sales Kickoff Meeting to Fuel Engagement

Your annual sales kickoff meeting is a great chance to reinforce your organization's purpose along with the strategies and tactics you'll use in the coming year to meet it. Use this event to increase engagement within your sales team and they'll come away feeling connected to the mission and motivated to contribute to the success of the company.

## Build In Plenty of Networking and Socializing Opportunities

Salespeople commonly rank the networking and collaborative aspects of a sales kickoff meeting as the most valuable part of this type of event. Sales reps can become much more effective by sharing best practices with one another, but rarely do they get the opportunity to interact with their peers. When given the chance to get together, your team will be able to share their common challenges and frustrations, along with their own strategies and best practices.

As a leader it's your job to purposefully create opportunities during the event where your team can network, exchange ideas, and learn from one another. As a result, individual contributors will feel more connected to their peers and to the common goal and will return to work with a greater sense of comradery.



## Help Your People See How Their Efforts Align with Your Organization's Purpose

People need purpose (other than just commission), so each and every member of your team should know exactly how their work positively contributes to the company's mission. Your sales kickoff meeting is the perfect opportunity to demonstrate how individual performance correlates with company success. Use the event as a platform to emphasize your organization's mission and connect the overall strategy with how each member will contribute.

Aligning individual efforts with your organization's purpose will keep everyone motivated to hit their own goals throughout the year—doing their part to add to the success of the team. Lay out the strategy and exactly how each player will be expected to contribute so that your salespeople can clearly see where the company is going and their role within it.

## Bring Marketing to the Party

Sales and marketing alignment is an important topic of discussion these days due to the fact that a truly effective sales effort hinges on the proper content pieces, website, and overall organizational positioning. As a consequence, a lack of alignment with marketing can kill your sales effort. So, what better place to bring the teams together than at your annual kickoff meeting?

Yes, this is a sales event; however, by inviting marketing to participate you're going to accomplish 3 objectives:

- **You'll foster a sense of shared goals between these 2 crucial departments**
- **Marketing will have a better understanding of the tools sales needs in the field to succeed**
- **Marketing will have yet another chance to appreciate the sales effort and the challenges your reps face**



Imagine how much more success your entire organization can achieve in the coming year if sales and marketing are in lock-step at the onset of the new year.

## Provide Your Team with Tangible Tools to Use in the Coming Year

Once you've established your organizational purpose, you can engage your team by equipping them with the tools they need to serve that purpose. Training that incorporates real life prospects and customers gives the exercise validity and increases the likelihood for the new skills to be applied. Keep the meeting interactive and valuable by including training that your salespeople can use immediately to contribute to their own success.

The Brooks Group offers a selection of high-impact training programs that can be customized to meet the needs of your organization and sales team. Use the opportunity you have with your whole team together in one place to dial in on the strategies and tactics that drive sales performance the most.

Explore our selection of keynote presentations and training programs [here](#).

## PLAN AN ANNUAL SALES MEETING THAT DELIVERS RESULTS

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## About The Brooks Group

Founded in 1977, The Brooks Group is an award-winning B2B sales training company focused on bringing practical, straightforward solutions to your sales force selection and training challenges.

The Brooks Group provides a suite of proven sales and sales management development programs, industry-leading reinforcement tools, and best-in-class assessments.

### **For more information**

The Brooks Group can be reached by phone at (800) 633-7762, by email at [Contact@TheBrooksGroup.com](mailto:Contact@TheBrooksGroup.com) or online at [TheBrooksGroup.com](http://TheBrooksGroup.com).



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