

mindtickle

2024 SKO Use Case Guide

How Mindtickle Uses Mindtickle To
Execute High-impact Sales Kickoffs



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A sales kickoff (SKO) can be the most important sales event a company hosts, making it high stakes for the revenue enablement teams responsible for coordinating and executing it. The ultimate goal of an SKO is to bring the revenue team together, celebrate wins, and align on how you're going to tackle the upcoming year or quarter. But it's a challenge to strike the right balance between a big party and preparing to crush the number.

Mindtickle helps sales organizations execute high-impact virtual, hybrid, and in-person kickoff meetings. Using Mindtickle, you can easily orchestrate and deliver a wide variety of experiences before, during, and after the event so every sales rep leaves energized, celebrated, and ready to apply new key skills in the field.

That's why it's no surprise that **Mindtickle's own revenue enablement team uses the platform to plan, organize, and deliver their SKOs and quarterly business reviews.**



“Mindtickle turns tight timelines into opportunities for accelerated success. Whether you have weeks or months, Mindtickle empowers you to craft well-planned and integrated GTM events that align teams, enhance productivity, boost morale, and supercharge your bottom line.”

- Teri Long
*VP of Revenue Enablement,
Mindtickle*

The image displays a collage of Mindtickle interface elements. On the left, there are two training cards. The top card is for 'LIVE Training New Messaging Americas' in a 'Classroom' format, scheduled for Sept 30 from 8:30 am to 11:00 am in Room 3, Floor 2 - Main building, with instructor Lauren Comer. The bottom card is for 'LIVE Training New Messaging EMEA' in a 'Webinar' format, scheduled for Oct 6 from 3:30 pm to 6:00 pm, with instructor Vance Jacobson. In the center, there is a 'Live Challenge' interface with a lightning bolt icon, a 'JOIN GAME' button, and a 'Final Scores' section. The scores are: Mary Darby (312), Maeng Yeo-Jin (287), Bernard Dominik (274), Dalton Nguyen (272), and Bill Johnson (268). The background features a colorful circular graphic and a hand icon.

The challenge

The Mindtickle revenue enablement team previously held sales kickoffs, but in 2023, the process was accelerated significantly with only a few weeks to plan and execute the event. Despite the condensed timeline, Teri Long, VP of Revenue Enablement at Mindtickle, knew the goal was still the same: unite the team behind common goals, reimagine how an SKO can make the best use of everyone's time, and ensure that reps are ready to sell effectively.



Protecting our sellers' time with customers and prospects is critical," Teri explained. "Taking them out of seat for several days can have a negative impact if time isn't optimized. We were intentional in designing and executing our kickoff so we could maximize our time together. Through collaboration with key stakeholders, we built high-impact sessions before, during, and after the event. This ensured a fully integrated experience that anchored sellers on the necessary product, process, skills, knowledge, and tool insights to meet and surpass their goals."



Teri Long
VP of Revenue Enablement,
Mindtickle

Having planned large sales events at enterprise organizations in the past, Teri knew that using the right technology to create and organize all the SKO content, schedule activities, and engage with attendees before, during, and after the event was critical. And the team knew their own platform was the place to do it.

This year there was a combination of in-person as well as virtual attendees. "With the realization that events now need to be flexible enough to support both in-person and virtual attendees, we knew leveraging our platform was the key to creating an effective best-in-class experience for both scenarios," Teri said.



The solution

Since February 2020, the revenue enablement team has used Mindtickle for all its hybrid SKOs and quarterly business reviews (QBRs). According to Teri, it gets easier and more seamless with every event – despite the fact that the number of sales reps they’re enabling continues to double annually, and (of course) revenue goals only get more aggressive.

“Demonstrating world-class enablement means drinking our own champagne,” Teri explained. “We need to ‘walk the walk’ and ‘talk the talk.’ By doing so, we elevated our team’s expertise, and have made our own sellers raving fans. Having a comprehensive platform that tackles every aspect of planning, organizing, building, deploying, measuring engagement, and most importantly – correlating data insights to revenue impact – is next level.”

In preparation for events, Mindtickle sellers don’t have to learn a new app or tool to engage with SKO materials. They access the same Mindtickle app they use for everyday selling to complete all their SKO pre-work, view agendas, leave session feedback, and compete in live challenges during the event. Mindtickle also arms the revenue enablement team with all the event feedback and reporting they need to drive accountability and continuously improve events.

“Having data is great,” Teri said. “But having clean data that can effectively show how enablement programs are driving real business results is game changing. We are able to take both qualitative and quantitative insights to influence actionable coaching, drive business decisions, and adapt or create parallel programs to further elevate our sellers.”



Key results



Unified all activities in one platform



25% improvement in engagement by capturing after-session recordings in the Asset Hub

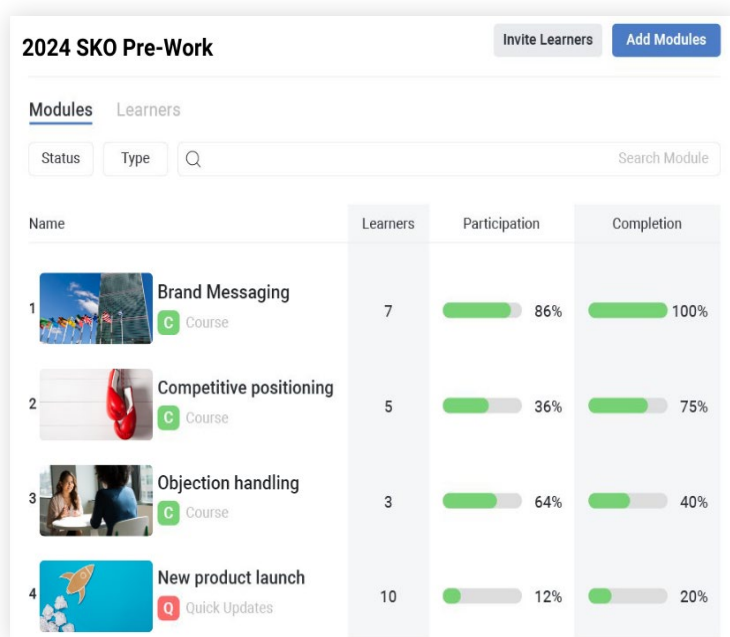


Verified increased knowledge retention from breakout session content using Call AI

Unify all SKO activities in one place

With Mindtickle, the revenue enablement team created and organized all content and activities for SKO in one place.

“Every organization is unique and until now, there hasn’t been a trusted, effective SKO framework to follow,” Teri said. “Having a plug-and-play structure allows for easy collaboration gives us time back to refocus on other revenue focused initiatives.”



She continued, “And then we’re able to track all of the participation and feedback so that next time we can be even more effective. Having everything in one platform gives us a template for success in the future.” Mindtickle also has an SKO template based on industry best practices that the team can plug and play to accelerate SKO planning and get content planned and created faster.

The team assigns event-related tasks and content to different groups or individual users, so sellers see a customized view of the event with only the pieces that are relevant to them. “If there are different breakouts or different pre-work activities depending on their sales role, region, or tenure, they don’t get overwhelmed trying to figure out where they need to be or what they need to do,” Teri said..

Kick things off before the sales kickoff

A week or two before the event, the revenue enablement team invites all participants to an SKO-focused Mindtickle series to prepare them. As with all series, the team can customize the email invite to make it clear what sellers need to know and do.

Communicate expectations and assign pre-work

“We house everything in the Mindtickle SKO series,” Teri explained. “So we might have a travel checklist with accommodation details and things sellers need to bring to the event.” “We also assign pre- and post-work, which is the linchpin to an integrated SKO program.”

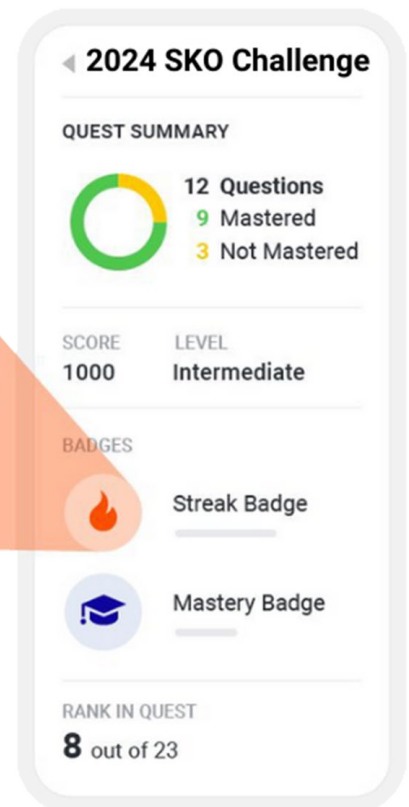
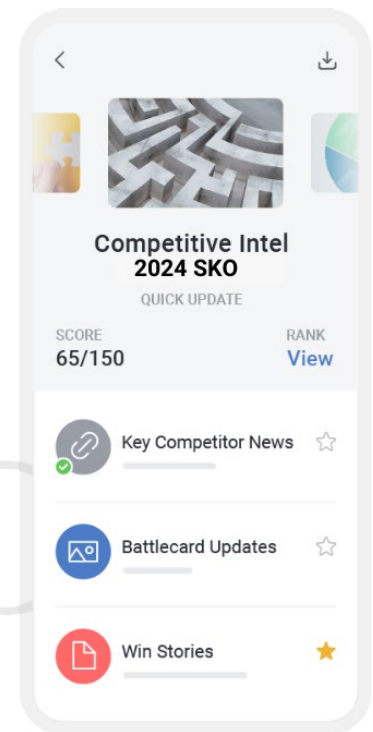
For example, prior to the last SKO, each seller had to complete an account plan for their top two “must-close” deals for the next quarter and record themselves presenting the plan via an AI-powered role-play recording capability within Mindtickle. Then the results were delivered for review ahead of time to different leaders who’d be attending the SKO, including the revenue enablement team, VP of Sales, and even the Chief Revenue Officer (CRO).

“Having the leadership team review the pieces *before* SKO meant that, during the actual event, the seller and leaders could jump right into a meaningful discussion related to their account plan with plenty of time for in-depth deal discussion because all of the up-front work had already been done,” Teri said.

Set the tone for all stakeholders

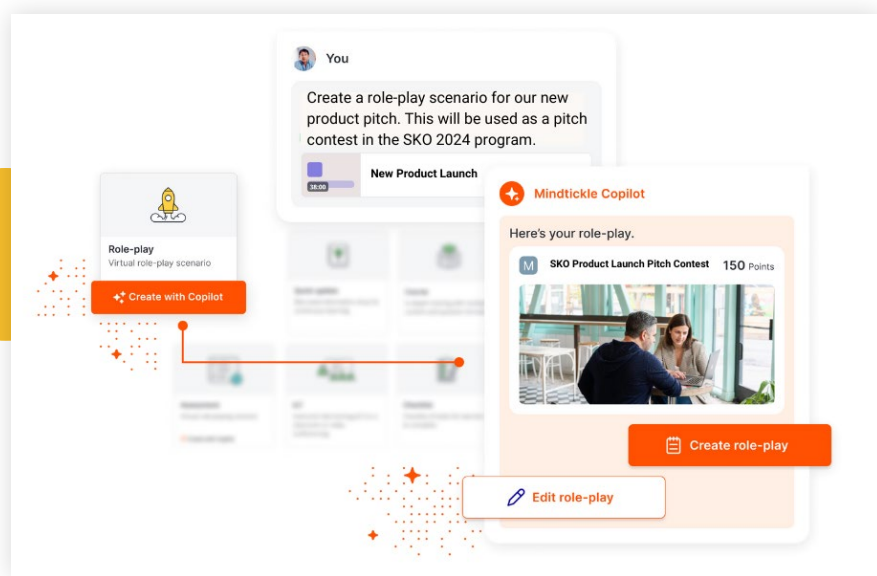
Submitting account-focused videos for review ahead of time also makes it clear that attendees from other functional groups are expected to actively participate and bring their perspectives to the event.

Teri explained, “While SKO focuses on the sellers, it takes a village. And we often include other key stakeholders from across the business. Knowing they are walking in with limited context, it’s important we anchor them on the key information prior to the event so they feel empowered to engage and participate.”



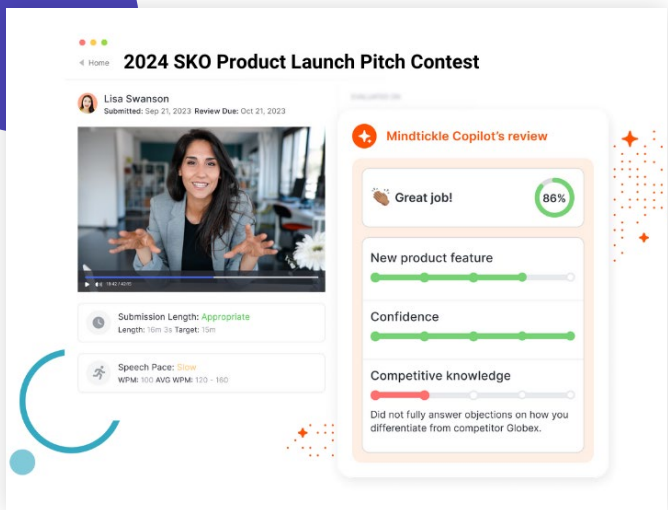
Communicate session instructions ahead of time to increase efficiency

In addition to the pre-work, the revenue enablement team also uses Mindtickle to share homework for reps to complete prior to breakout activities. “For example, let’s say we’re going to have a competitive exercise; We give them ahead of time all the information related to the purpose of the exercise, the expected deliverable during the breakout session, and any other relevant background,” Teri said. “This saves us time during the actual event because they can jump right in without us having to spend five to ten minutes explaining the activity again, leaving more time for valuable discussion and feedback.”



Keep all stakeholders engaged during the event

Having completed all required pre-work, SKO participants arrive ready to hit the ground running. And there are great opportunities to weave Mindtickle into activities during the event, to memorialize feedback and action items, check knowledge, gamify learning, and keep all stakeholders engaged — regardless of whether the SKO is in person or virtual or a hybrid of the two.

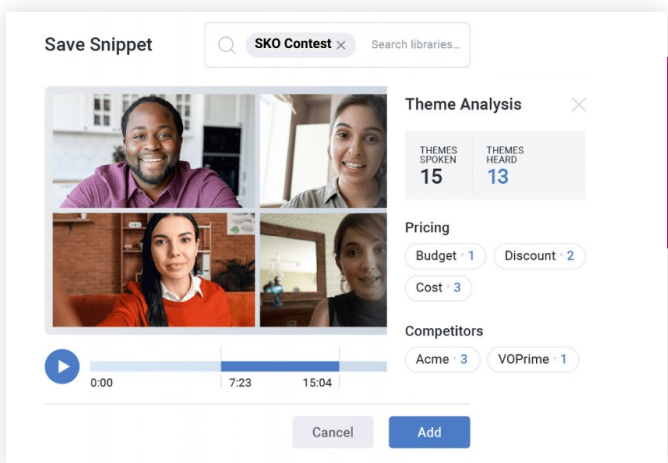


Record seller commitments and action items

“During the account plan discussion, all the leaders and other stakeholders in the room enter their feedback and commitments right within Mindtickle,” Teri explained. “So after the fact, nothing is lost. So when the CRO tells a sales rep, ‘I will help you with these specific activities to close this deal,’ or a peer makes a creative suggestion a seller hadn’t considered before, it’s all captured in writing and they can go back and act on it after the event.”

Capture feedback in the moment

The sales enablement team also captures session feedback in the moment via the Mindtickle mobile app.



“Having all the event content and accompanying feedback in one place makes it much easier to review and leverage in future planning,” Teri explained. Capturing a combination of quantitative and qualitative feedback was critical.

“We have attendees rate the session, but also require responses to open-ended questions like ‘What did you hear today that you can take back to your territory?’ or ‘What did you not hear today that you were hoping to?’”

For Mindtickle’s 2023 SKO, which had attendees attending both in-person and remotely, this in-the-moment note-taking approach within the platform was critical to engagement.

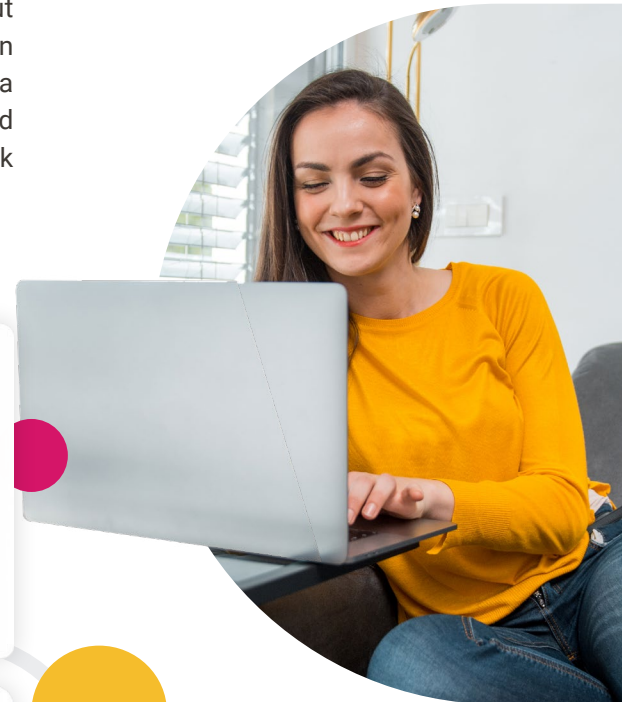
“Using Mindtickle to capture their notes and feedback during the sessions was even more important for those watching remotely, to ensure that they still felt engaged and part of the conversation,” Teri said.

Mindtickle gathers post-event feedback through its platform. “We use it to create and distribute surveys that help us gain valuable insights into the event’s effectiveness, areas for improvement, and participant satisfaction,” Teri explained. “This feedback loop is crucial for continuously enhancing our events and ensuring they meet our objectives.”



Keep sessions fun and engaging

Mindtickle also makes it easy to drive seller engagement and retention throughout the event. “We also build in knowledge checks throughout the day and during breaks to drive retention,” Teri said. Live Challenges in Mindtickle also helps the team create a fun environment sprinkled with a healthy dose of friendly competition. “Creating a space to get creative and have fun allows for a much needed mental break so they can come back feeling refreshed and ready.” she said.



The screenshot shows a 'Live Challenge' interface. At the top, it says '45 Question 2/5'. The question is 'Which is not required in your Territory Plan?'. Below the question are two columns: 'Champion Names' and 'Projected Value'. Under 'Champion Names' is 'Competitors'. Under 'Projected Value' is a red button labeled 'Account City'. Below this is a 'Final Score' table with five rows. To the left of the table is a 'Live Challenge' card with a red lightning bolt icon, the text 'Live Challenge', a 'YOUR NAME' input field, and a red 'JOIN' button.

Champion Names	Projected Value
Competitors	Account City

Final Score	
1. Suzanne Brewer	383
2. Sara Rafiq	377
3. Hye Chae-Young	371
4. Meena Akash	368
5. Jordan Parker	344

Mindtickle for QBRs

Mindtickle also empowers Teri to better manage and organize revenue enablement content, particularly for its CSG (Customer Success Group).

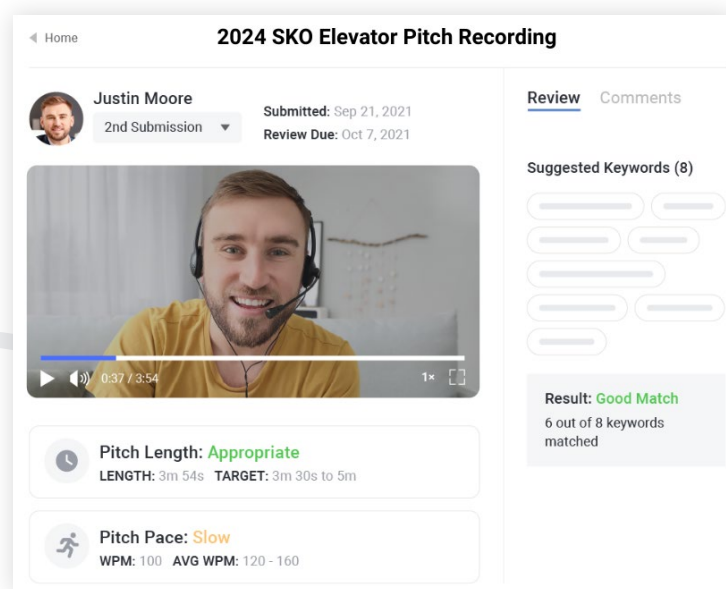
She uses it to manage territory presentations, with a specific focus on Quarterly Business Reviews (QBRs). “It enables us to consolidate these presentations and related materials, making them easily accessible to our teams,” Teri explained. “This ensures that every presenter has the right content at their fingertips, maintaining a consistent and professional image during these critical reviews.

The fun isn't over when the SKO ends

While tremendous effort goes into planning and executing the most impactful event possible, all revenue enablement teams know that the real work begins when the SKO ends and sellers hit the field.

"If we've done our jobs well, sales reps leave the SKO with both a clear understanding of our strategy and position, but also practical action plans, tangible takeaways, and tactical tools that they can start using the minute they get back to the office and working with prospects and customers," Teri said.

Depending on the content or theme of the event, some of those tools and takeaways involve post-QBR work that sellers must complete to demonstrate retention, or practice and certify their ability to apply their new skills.



Certify skills with post-event virtual role-plays

"Using Mindtickle, we organize post-event work that reiterates learnings through exercises that occur right after the event and over several weeks to ensure knowledge reinforcement," Teri explained.. "For example, during one SKO, we rolled out new marketing positioning, accompanied by new pitch decks and materials.

Teri continued, "Following SKO, sellers were assigned a Mission role-play where they demonstrated their delivery of the new pitch deck. They were given clear instructions and knew specifically which skills and competencies they would be assessed on. This gave them the confidence to create their pitch in their 'own voice.' These were then reviewed by their managers and Revenue Enablement, coached to using the Mindtickle Coaching Forms, and certified based on specific thresholds. Even better, Copilot, our AI functionality, was able to assist in making this not only scaleable but helped turn insights into action." Teri said.

Reinforce knowledge to drive retention

These role-play certifications, coupled with Mindtickle-powered reinforcement quizzes, which are scientifically proven to increase knowledge retention, ensure that knowledge is retained and that the dollars spent on your SKO will translate into dollars earned in the field.

Interested in learning more about Mindtickle uses the Mindtickle platform to increase revenue productivity?

Request a Demo