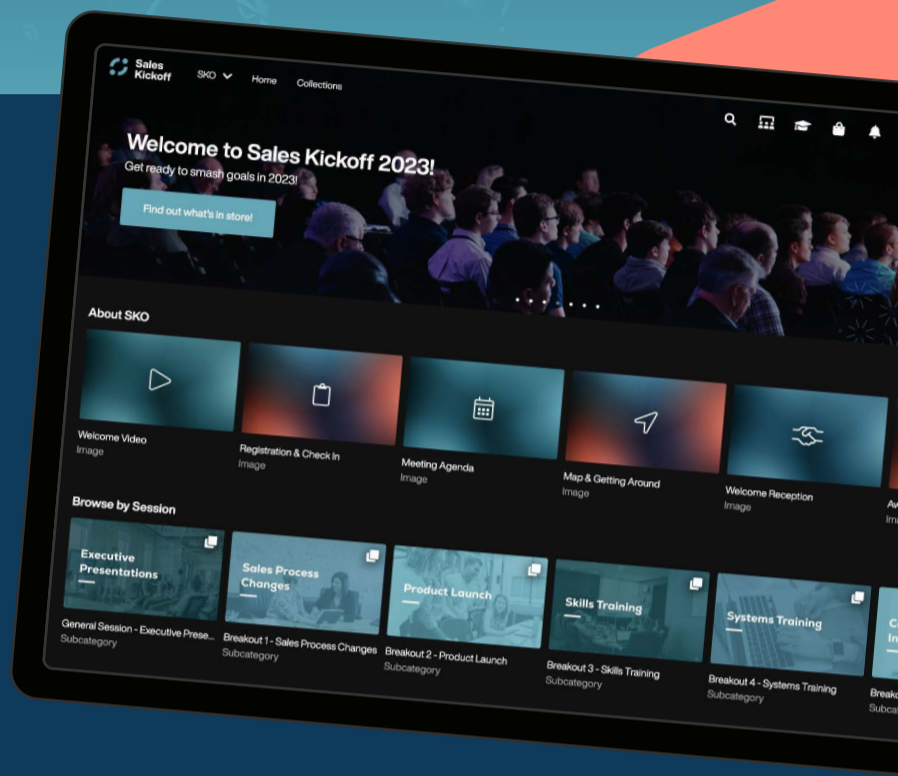


The Ultimate Sales Kickoff Checklist: Make 2023 Your Best Yet!

The past few years have introduced big challenges for SKOs—remote and in-person teams, budget constraints, and increased competition—it’s even more complicated than ever. This handy checklist will help make this year your best and set up your sellers to hit their goals in 2023!

A successful SKO:

- Aligns your teams
- Motivates your sellers and reduces turnover
- Creates buzz around your new products and offerings
- Allows easy access to training and needed materials for ongoing learning
- Shortens sales cycles
- Celebrates successes and boosts morale
- Gathers key information and feedback from reps
- Delivers ROI



Sounds pretty darn good, right?! Just follow these steps—and you’ll be on your way to creating an unforgettable sales kickoff experience that will keep your teams motivated before, during, and after the event.

- Identify the planning committee with representation from all key departments.
- Create a mission statement for your SKO including the outcomes you want.
- Define quantifiable success metrics for your kickoff.
- Pick a theme you can use, and refer to throughout the year.
- Set the objectives for the event (motivate teams, launch new offerings etc.).
- Assess the challenges of the past year—and how to help sellers overcome them.
- Enable teams with the right technology to drive excitement before the event, and enable ongoing access to critical information via any device.
- Develop a comprehensive agenda.
- Rehearse and refine all presentation content to ensure it’s aligned with your mission—and desired outcomes.
- Set up feedback to collect valuable insights during and after the event.
- Keep the momentum going long after kickoff, so your SKO is a springboard for the year ahead.
- Deliver a content enablement and digital sales platform that gives reps easy access to all materials from the event to achieve the highest ROI from your kickoff.

Use this checklist to ensure you’re set up for success. And if you’re in a bind, contact [Modus](#) to find out how our intuitive, Netflix-like platform will help you deliver your best-ever SKO!