

Built to Last, Not Just to Launch

Six tips for planning a sales kickoff that changes behavior long after the excitement fades.

The kickoff energy is never the problem. Every sales leader has watched it fade within three weeks, once the team is back in the field and the new pitch has drifted back to the old one.

Get these fundamentals right, and you clear the bar for a great meeting — but the sixth tip is the one most plans skip, and it's the one that determines whether any of it sticks.

01 SET MEASURABLE OBJECTIVES

Before you plan anything else, answer three questions: What do you want from this meeting? How will you define success? Does it tie back to increased sales — and if not, why are you doing it?

02 BUILD A REAL AGENDA

Ask your team what they actually want out of the meeting — connection, training, time with leadership — before you fill the calendar. Don't plan in a silo; every department wants a voice, and the agenda should reflect it.

03 SET HIGH STANDARDS

Big venue or small hotel, the format matters less than the intent behind it. Whatever the budget, design every moment to wow and inspire — that's what your team will remember and talk about all year.

04 PROTECT THE ENERGY IN THE ROOM

Cap presentations at 15 minutes and think like a TED Talk, not a status update. Bring in outside voices for a fresh perspective, and build in real breakout and Q&A time — that's usually where the actual shifts happen.

05 CLOSE THE LOOP

Ask for feedback while it's fresh, and make it safe to be honest — an anonymous survey partner gets you further than a form nobody fills out. Negative feedback isn't a failure; it's what lets you pivot for next year.

THE TIP MOST PLANS SKIP

06 PLAN THE REINFORCEMENT, NOT JUST THE MEETING

SKO energy is a burst, and bursts fade fast without something behind them to reinforce it. Before you finalize the agenda, answer one more question: what's the coaching plan for the 90 days after the meeting ends? Who's reinforcing the new pitch in real deals? The meeting sets the direction — the weeks after determine whether it holds.

Curious what reinforcement could look like for your team? **Let's talk.**