Virtual and Online Sales Events

When life happens, is your business ready?

Normally, at this time of year, we're holding sales events, such as sales kick-offs, annual sales meetings and quarterly business reviews, which are integral aspects of building a learning culture and aligning teams towards organizational goals.

When life happens and disrupts your sales events, this can lead to redefining how we communicate in times of crisis—ensuring employees are engaged throughout the event and that they leave with the knowledge and skills for sales readiness.

To help you understand what's possible, we've created this blueprint that outlines each stage of your SKO and how technology can keep employees connected, regardless of where your sales teams are working.

14 days prior to event

☐ **Communication is more important than ever so continue to engage and communicate with people that worked to support the event.**

- ✓ Reach out to your existing telephony, conferencing and readiness solutions partners to understand your option for transforming your live event into a virtual experience.
- ✓ Talk to industry peers on industry forums or in your network to incorporate their learnings.
- ✓ Coordinate with your executives and leaders on a strategy to communicate motivational messages to the organization (e.g. business will not only continue but thrive amidst the uncertain business climate).
- ✓ Solicit feedback from sellers and attendees on how they would like to participate in a virtual setting, consume content and provide feedback.

☐ **Review sessions and determine your on-demand strategy for executing SKO.**

- ✓ What days and times should we hold the event? (Remember, locations, connectivity, time-zones, and home office settings are very different and not conducive to day-long sessions of one-sided content consumption).
- ✓ What technology do you have that will support your SKO sessions and strategy?
- ✓ Who will be responsible to hold presenters and organizers accountable to make sure the new format will support their presentations effectively?
- ✓ How will you ensure the presentations will convert easily to an online deliverable within the new timeframe guidelines?

☐ **Incorporate your objectives list for each session into a consumable, online format and communicate with presenters.**

✓ Categorize your existing content and leverage internal teams or vendors like MindTickle that have dedicated content services to help you quickly re-factor your content for consumption with modern modalities (e.g. gamification, mobile micro-learning, virtual coaching forms, email-based reinforcement and role-plays).

☐ **Begin working with presenters to set expectations on a new deliverable format.**

✓ Does the session have visuals that need to be converted?

✓ Can the session be joined live or would it be more effective as a follow-on, on-demand module?

✓ How can we assess the impact of the message and gather feedback live, if needed?

✓ How will we incorporate questions from an online audience?

7 days prior to event

☐ **Draft a message to presenters to make sure their sessions are ready to be supported via an on-demand format and get feedback on how the sales enablement team can support.**

☐ **Coordinate a dry run through the sessions to test the online format.**

☐ **Approve the online learning objectives and ensure that the new deliverable format will support these objectives. Align the team and get frontline manager buy-in**

✓ Will the new delivery model support your post-SKO enablement goals?

☐ **Structure SKO content in a format that will be easily navigable by all attendees.**

✓ Are the naming conventions consistent?

✓ Is the order intuitive and correct?

✓ Do the titles ensure that attendees know what track they are assigned to?

✓ See this guide for additional recommendations on organizing content by titles (link Dhruv's pdf)

☐ **Draft an email for your head of sales to send in anticipation of delivering your SKO through a new format.**

✓ Pre-work still needs to be completed and will be evaluated as normal.

✓ Excitement is building for gamification, leaderboards, participation points, etc.

✓ Communicate who in sales enablement will field questions during the sessions, if appropriate, and how to participate remotely in the most effective way.

☐ **Don't stress! Having the right technology to support a virtual SKO will make your job easier and can be just as effective when executed properly.**

During event

- [ ] **Conduct sessions with Sales, Marketing and Product teams, and customers.**
  - ✓ Ensure you have a clear agenda and everyone is aligned on length of presentations.
  - ✓ Remember to be mindful of different time zones and working conditions.

- [ ] **Hold inspirational sessions run by Founders, CEO and top selling sellers.**

- [ ] **Conduct specific skill development workshops as outlined in your agenda.**

- [ ] **Recognize top performers (including best team player) in an awards ceremony.**

- [ ] **Throughout the SKO, conduct short surveys and quizzes after every session to measure ROI and engagement.**

Post event

- [ ] **Push bite-sized pieces of information (e.g. snapshots from the Product team presentations) to sellers' mobile devices.**

- [ ] **Collect general and job specific feedback from sellers.**
  - ✓ Use short surveys to collect feedback and comments.

- [ ] **Use online role plays for sellers to practice their message for products launched at the SKO.**

- [ ] **Leverage quizzes to measure ROI, engagement, knowledge retention, and readiness for higher levels of engagement**

- [ ] **Use online role plays to test how sellers have adopted product messages.**

About Us

MindTickle offers the industry's most comprehensive sales readiness solution for closing the knowledge and skill gaps found in customer-facing teams. Organizations across a wide range of industries use MindTickle's award-winning platform to train, coach, and align their teams to make end-users and their managers more effective.