

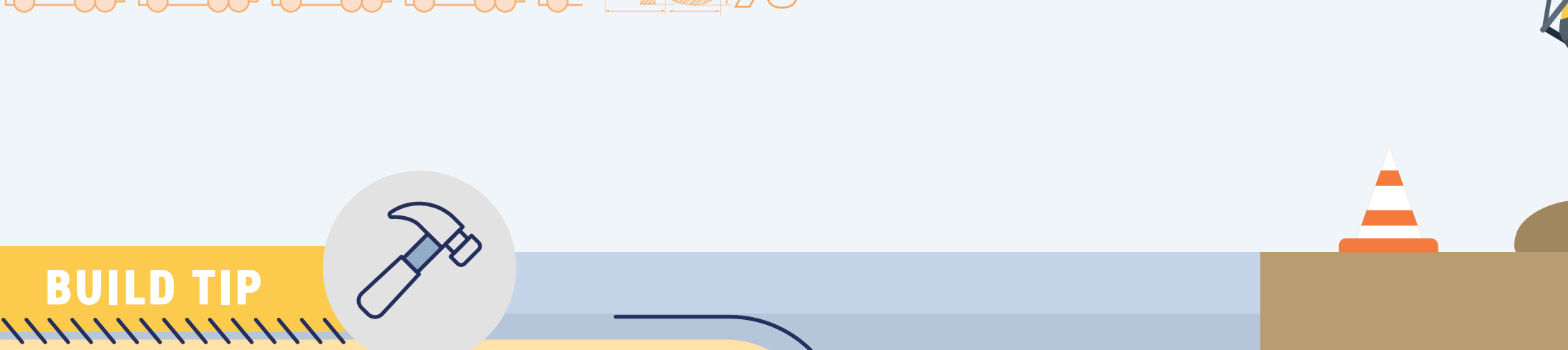
BUILD SALES KICKOFFS THAT DRIVE BEHAVIOR IMPACT

Every builder knows that what stands the test of time isn't what's flashy, it's what's well-built. The same goes for your sales kick off. Our research shows that SKOs with real behavior impact share 5 core design principles: they align, motivate, engage, inspire, and reinforce. When you build your SKO around these 5 drivers, behavior change is embedded structurally.

THE FOUNDATION: ALIGNMENT

Connect every component of SKO content to your company's strategy and priorities with a "golden thread," the theme that ties the SKO together from start to finish.

SKOs with strong behavior impact report content is completely/very aligned to strategy.



BUILD TIP

Open and close every session by tying outcomes back to strategic priorities.

WHAT SETS SUCCESSFUL SKOS APART?

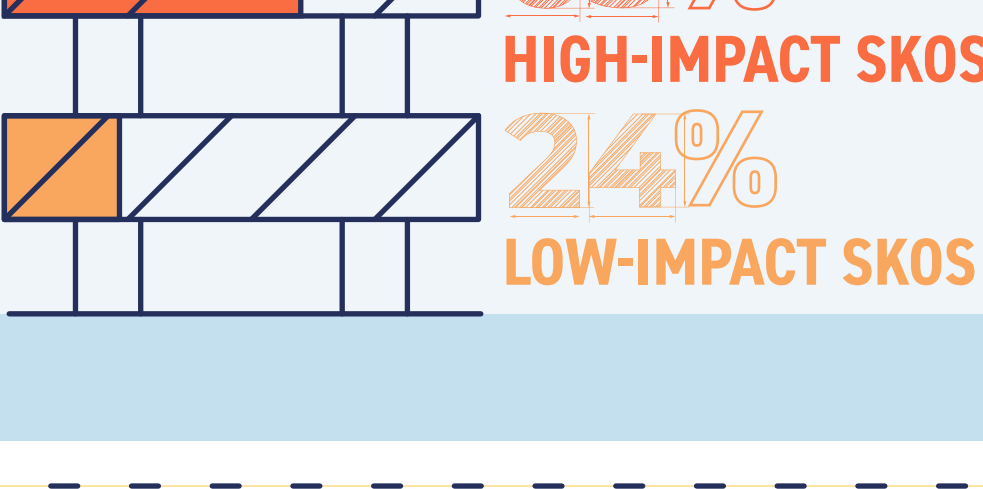
To answer this question, RAIN Group and Alchemist analyzed 221 responses from sales leaders, sales managers, sales enablement, sales training professionals, and sellers. The results are published in [The SKO Shakeup: Running an Impactful Sales Kickoff](#).

#1 KEY DRIVER STRATEGIC ALIGNMENT

THE FRAME: INTERACTIVITY & PRACTICE

Design every element around participation, not presentation. When sellers do, not just listen, they translate strategy into action.

High-impact SKOs are 2.7x more likely to be highly interactive.



BUILD TIP

Set a clear target for interactive time and define eligible formats (e.g., breakouts, polls, discussions, role-plays).

#3 KEY DRIVER INTERACTIVITY

Practice is the structural support of your SKO. Without it, behavior change collapses.

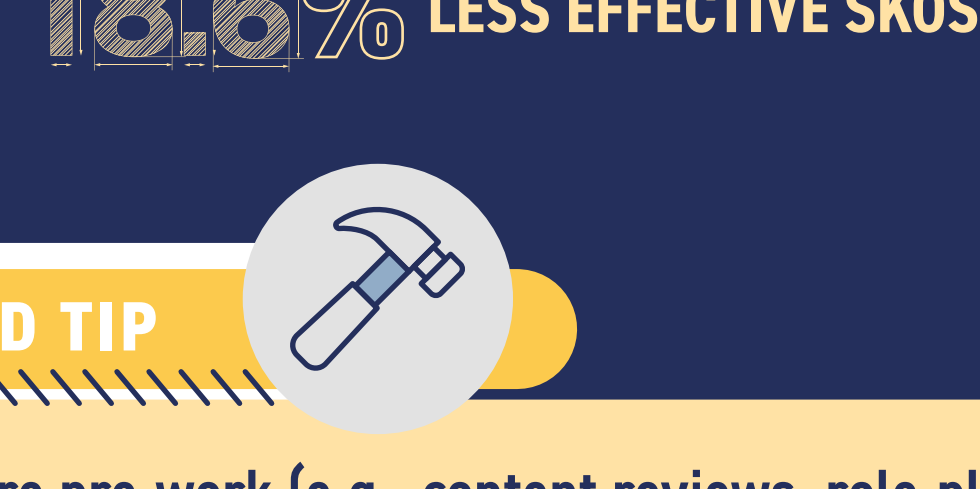
Sellers in high-impact SKOs are **2.8X MORE LIKELY** to spend more time engaging in realistic role-plays, which accelerates skill adoption and builds confidence.

BUILD TIP

Protect scheduled practice blocks and include structured feedback.

#5 KEY DRIVER ROLE-PLAYING

Pre-SKO role-plays/simulations are more common in highly effective events.



BUILD TIP

Require pre-work (e.g., content reviews, role-plays, and simulations) so sellers arrive warmed up.

Using AI simulations allows you to scale practice, giving every seller personalized coaching.

AI simulations are underused overall (16.4% respondents), but appear **2.5X MORE IN HIGH-IMPACT SKOS.**

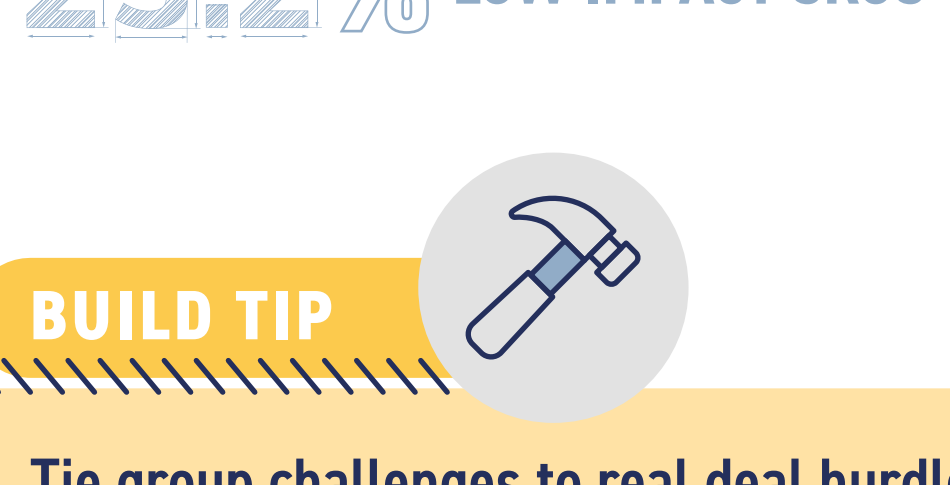
BUILD TIP

Pilot an AI simulation track to scale coaching moments.

THE ROOF: TEAM BUILDING & INSPIRATION

Make team time purposeful. It's the social glue that keeps collaboration strong.

Respondents with high-impact SKOs are 1.8x more likely to strongly agree structured group activities contribute to SKO objectives.



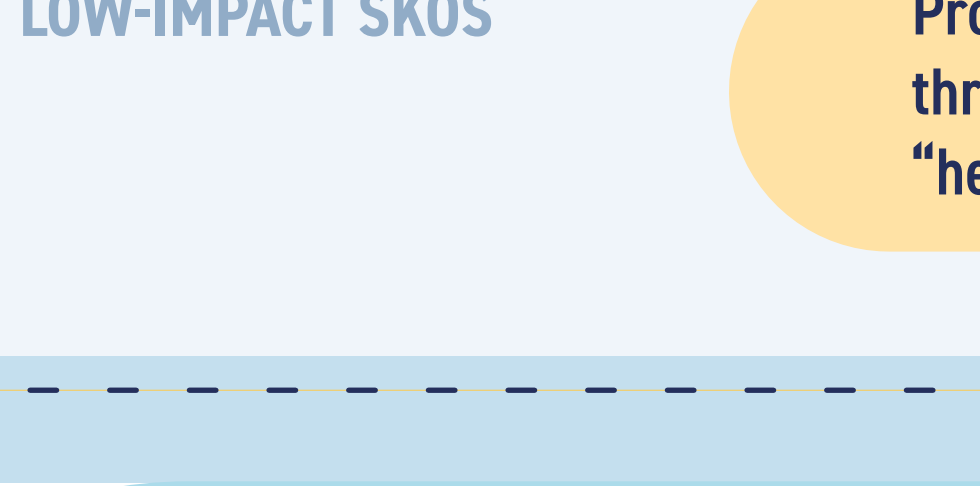
BUILD TIP

Tie group challenges to real deal hurdles and end with "how we'll apply this" commitments.

#2 KEY DRIVER MOTIVATION & TEAM BUILDING

Curate credible voices who inspire while reinforcing your strategic narrative.

Respondents with high-impact SKOs are 2.8x more likely to strongly agree external voices, such as customers and industry experts, contribute to SKO objectives.



BUILD TIP

Provide speakers with a brief tied to the "golden thread." Require 3 takeaways and a short "here's how to apply it on Monday" prompt.

#4 KEY DRIVER INSPIRATIONAL GUEST SPEAKERS

THE FINISH: REINFORCEMENT & MEASUREMENT

The real measure of an SKO isn't the energy in the room, it's what happens after. Reinforce new skills through ongoing practice, coaching, and gamified learning.

High-impact SKOs are **2.8-3.4X MORE LIKELY** to use AI simulations and gamification post-SKO.



BUILD TIP

Launch a reinforcement plan that's ready to roll out when the SKO wraps so momentum doesn't dip when sellers return to the field.

Even the strongest structures need regular upkeep. Ongoing coaching keeps new behaviors from eroding over time.

High-impact SKOs are more likely to use regular coaching as reinforcement. Coaching is the most-cited reinforcement method for performance impact (73.6% respondents).

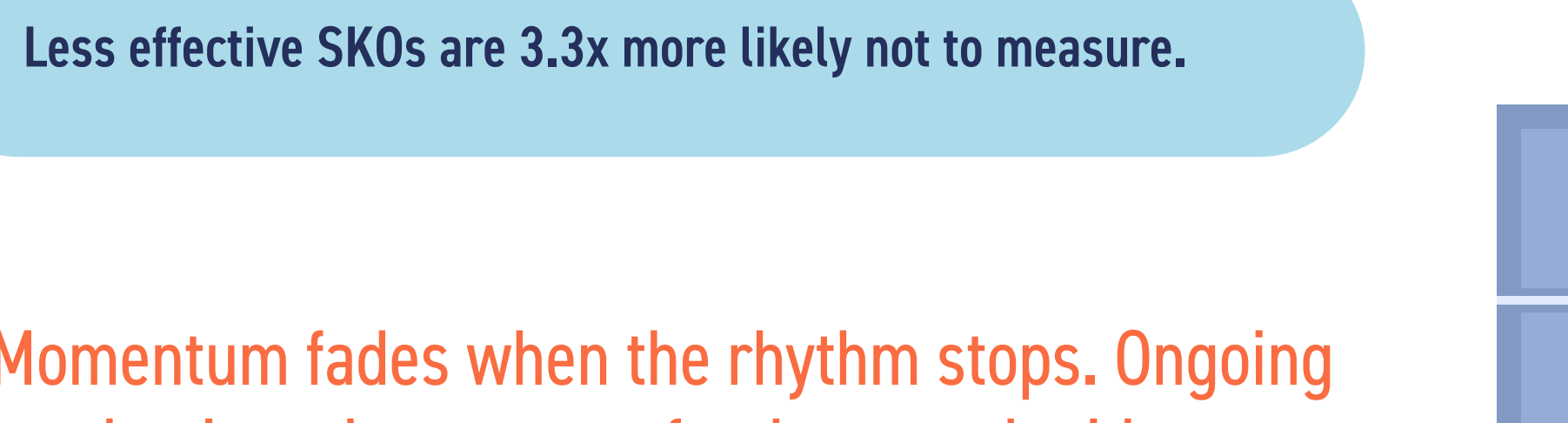
BUILD TIP

Lock in a cadence of manager-seller one-on-ones focused on commitments, practice, and observed behaviors.



The best builders measure their work. Without measurement, you're just guessing.

A formal review process is 3x more common in highly effective SKOs, allowing teams to track adoption, performance, and engagement.



BUILD TIP

Close your SKO with a structured retrospective. Capture feedback, evaluate impact, and apply lessons to upcoming boosters or the next SKO.

MEASUREMENT CAUTION

Less effective SKOs are 3.3x more likely not to measure.

Momentum fades when the rhythm stops. Ongoing touchpoints—boosters, refreshers, and mid-year SKOs—keep teams aligned and skills sharp.

High-impact SKOs are **1.9X MORE LIKELY** to run twice a year.

BUILD TIP

Add a mid-year booster session tied directly to your reinforcement plan to sustain focus and performance throughout the year.

YOUR BLUEPRINT FOR BEHAVIOR CHANGE

Ready to build your own high-impact SKO? Download [The SKO Shakeup: Running an Impactful Sales Kickoff](#) for the complete research findings and a step-by-step checklist to help you plan, build, and reinforce an SKO that drives lasting behavior change.

GET THE BLUEPRINT



Source: The SKO Shakeup: Running an Impactful Sales Kickoff, RAIN Group and Alchemist

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