



# Sales Kickoffs

Sales Kickoffs (SKOs) are a brilliant way to bring together, engage and motivate commercial teams. A great SKO can have a major impact on performance throughout the year.

Flume uses a combination of powerful messaging, engaging presentations and toolkits to deliver SKOs that inspire and educate. We focus on celebrating success and strengthening collaboration across teams. We also identify how best to embed new learnings and behaviour once the event is over to drive long-term outcomes.

**Flume are experts at designing and delivering impactful SKOs**

## Why are so many Sales Kickoffs ineffective?

Too often, any momentum generated by an SKO is short lived. The right intention is there, but the quantity of information and how it's delivered makes it difficult for the teams to remember and therefore act on. On average, 87% of sales training is forgotten within three weeks. As a result, many SKOs offer little long-term value.

## How Flume SKOs drive long lasting, positive change

An effective SKO should boost a sales team's knowledge and passion. It should be built with action in mind so that it delivers long-term impact.

The three areas we focus on at Flume are:

- 1. Inspiration**  
Game-changing, engaging presentations that create an infectious buzz across the teams and drive discussion and ownership.
- 2. Education**  
SKO content packages built around either 'Buyer Centric Selling' or 'Powering Sales Velocity'. Both are designed to upskill your teams and create transformative, long-lasting behaviour change.
- 3. Celebration**  
Gamified, interactive workshops and team building exercises that drive positivity and celebrate the year's big wins and top performers. This drives energy and excitement that makes the SKO memorable.

# What you get with a Flume SKO:

- Discovery and design to help plan and align internal and external content
- World class speakers and engaging presentations
- Game changing Sales Training
- A playbook consisting of toolkits to empower teams
- Sales Leader coaching to increase the impact of workshops
- Full confidence that your SKO will drive the impact you need



## Outcomes you can expect:

- A hugely motivated team who understand the part they play in the company's success
- A sales team fully invested in working together to achieve and exceed revenue goals
- The opportunity to share and create best practice across the organisation
- The team getting to know one another more, leading to more collaborative practices - even when working from home
- Improved revenue performance

## What our clients say

“The feedback has been phenomenal. I've had loads of people saying it was the best SKO they'd ever been to. I would absolutely recommend the Flume team for sales training as well as SKOs.”

**Clare Dunstall, Director, Global Enablement, Claroty**

“The day was fantastic. It was so positive to get people together and the impact has been phenomenal.”

**Andrew Dowsett, COO/CTO, PA Media**

Call: 0207 459 4166

Email: [info@flumetraining.com](mailto:info@flumetraining.com)