

WEBINAR

Making Your SKO the Best Yet

Agenda

- The Evolution of SKO
- Before, During & After
- SKO Success Tips

Speakers



Ryan Leavitt
CRO of LearnCore



Haley Katsman
VP at Highspot



The Evolution of SKOs

The importance of SKO continues to grow as the buyer's journey evolves impacting the demands for sales readiness to innovate

Readiness Innovation



SKO Readiness: “Before”

Develop strategy and prepare for the event



Identify top performers



Communicate new GTM strategy



Develop new Sales plays

Successful SKO Must-Measure:

- Rep Activity
- Rep Attainment
- Buyer Engagement
- Revenue Impact

Real-world SKO: Red Hat

Red Hat, a leader in open source software solutions, operates in 35 countries and has over 85 global offices, approximately 9,000 employees, and over 2,000 sales reps.

Red Hat SKO:

- The Venetian in Las Vegas in March 2016
- Launched Red Hat Content Hub
- Leading up to launch:
 - Video promotion
 - Competitions
 - Sales plays

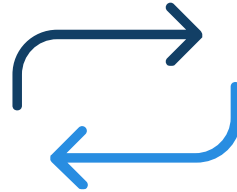


SKO Readiness: “During”

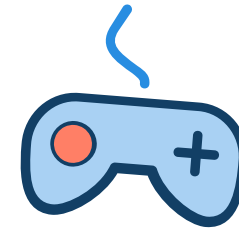
Drive engagement and encourage feedback



Share best practices



Practice



Gamification

Successful SKO Must-Measure:

- Performance against Attainment
- Activity against Engagement

Real-world story: Dun & Bradstreet

Dun & Bradstreet, a global data, insights and analytics provider that works with nearly ninety percent of the Fortune 500, approximately 5,000 employees, and over 1,100 sales reps.

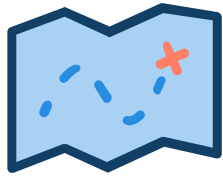
Dun & Bradstreet SKO:

- Austin in May 2017
- Pre-SKO did a Beta Launch to Top Performers
- During their SKO:
 - Top Performers each did a session on best practices
 - Used the analytics to gamify and reward reps on-site

The logo for Dun & Bradstreet, featuring the words "dun" and "bradstreet" in a lowercase, sans-serif font, with a stylized ampersand symbol between them.

SKO Readiness: “After”

Enable sellers and ensure successful adoption



Guided selling
experiences



Certification



Coaching

Successful SKO Must-Measure:

- Increase in Activity
- Increase in Engagement
- Successful ongoing Certification proving knowledge retainment

Real-world story: Intralinks

Intralinks is a leading financial technology provider for the global banking, deal making and capital markets communities. Intralinks employs approximately 1,000 employees and over 400 sales reps.

Intralinks SKO:

- January 2017
- Built excitement for Intralinks sales culture
- Videos increased engagement
 - Leadership involvement pre-SKO
 - Knowledge sharing during SKO
 - **Reinforcement assignments post-SKO**



Takeaway Tips



Leverage data to plan meaningful pre- and post-SKO initiatives



Use pre- and post-SKO assignments to engage reps & reinforce training



Ensure easy access to content, communications, training and coaching throughout the year, beyond just SKO



Be realistic – if 2017 wasn't a good sales year, share the data and have an open dialogue with your team to make 2018 better













Make it easy and fun! Create a culture for sales reps to thrive and perform.


Next Steps

MAKE YOUR SKO THE BEST YET

The importance of SKO continues to grow as the buyer's journey evolves impacting the demands for sales readiness to innovate.






Before	Develop strategy and prepare for the event  Identify top performers  Communicate new GTM strategy  Develop new Sales plays Successful SKO Must-Measure: <ul style="list-style-type: none">Rep ActivityRep AttainmentBuyer EngagementRevenue Impact
During	Drive engagement and encourage feedback  Share best practices  Practice  Gamification Successful SKO Must-Measure: <ul style="list-style-type: none">Performance against AttainmentActivity against Engagement
After	Enable sellers and ensure successful adoption  Guided selling experiences  Certification  Coaching Successful SKO Must-Measure: <ul style="list-style-type: none">Increase in ActivityIncrease in EngagementSuccessful ongoing Certification proving knowledge retention

 www.highspot.com
Leader in sales enablement


 www.learncore.com
Leader in sales readiness

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TOP 5 TIPS FOR A SUCCESSFUL SKO

-  Leverage data to plan meaningful pre- and post-SKO initiatives
-  Use pre- and post-SKO assignments to engage reps & reinforce training
-  Ensure easy access to content, communications, training and coaching throughout the year, beyond Just SKO
-  Be realistic—If 2017 wasn't a good sales year, share the data and have an open dialogue with your team to make 2018 better
-  Make it easy and fun! Create a culture for sales reps to thrive and perform


REAL WORLD EXAMPLES



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Questions?



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