

Sales Kickoffs in 2023



Traditionally, sales kickoffs have been annual in-person events designed to energize, engage, and educate sales teams and set them up for success in the coming year. However, the COVID-19 pandemic forced many to transition to a virtual approach. Some have continued this, while others have reverted to in-person events.

Whether virtual or in-person, what considerations are going into planning 2023 sales kickoffs?

One-Minute Insights:



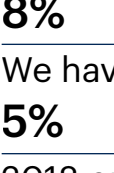
46% of respondents cite their organization as having an in-person SKO this year (2023).



73% of respondents say their organization allows some participants to virtually attend their in-person SKOs.



The top expected benefit from 2023 in-person SKOs is account planning sessions leading to closed won deals (51%).



Being too busy with the Q4 close to plan a SKO is the top cited challenge.

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Data collection: February 11th - April 29th, 2023

Respondents: 92 sales professionals

46% of respondents cite their organization as having an **in-person SKO this year (2023)**.

When was your organization's most recent in-person sales kickoff (SKO)?



Note: May not add up to 100% due to rounding.

n = 92

46% say their organization's **most recent virtual SKO was this year**. 27% had their most recent virtual SKO in 2022.

When was your organization's most recent virtual SKO?

Note: May not add up to 100% due to rounding.

n = 92

Most commonly (60%), respondents say their organization has an SKO **once per year**.

How frequently does your organization have SKOs?

Note: May not add up to 100% due to rounding.

n = 92

Sales (82%) and **Marketing (62%)** teams are the two teams most commonly involved in planning, hosting, and executing SKOs. Nearly half (45%) involve IT.

What teams are involved in planning, hosting, or executing your SKOs? Select all that apply.

*Other responses: "Innovation", "RevOps"

n = 92

Recognizing **high performance**, **onboarding new hires**, and **having account planning sessions** are the three (3) most important elements of an SKO when it comes to achieving organizational goals.

Please rank the top five (5) elements of your 2023 SKO by how important they are to achieving your organization's goals.

n = 92

#6 Implementing new internal process | #7 Training or workshop from an external vendor | #8 Announcing yearly goals and quotas | #9 Reinforcing company culture | #10 Level setting on vision and mission | #11 Internal networking | #12 External networking | #13 Career pathing | #14 Other

The majority of respondents (68%) say they are planning an **in-person SKO in 2023**. Just 25% will be planning a virtual SKO.

Are you planning on an in-person or virtual 2023 SKO?

Note: May not add up to 100% due to rounding.

n = 92

"We have been having virtual kickoffs post covid and it requires very well planned arrangements as we have people joining across the globe. Since virtual SKOs do not provide networking opportunities, we try to find ways for people to do that like arranging for SKO dinners, coffee break sessions etc. Since attending the SKO remotely in day can get tiresome, we try to spread it across 3 days"

- Manager, Professional Services, APAC, 5,000 - 10,000 employees

Question: Do you have any final thoughts to share on planning, hosting, or executing in-person or virtual sales kickoffs?

73% of respondents say their organization allows some participants to **virtually attend** their in-person SKOs.

Are you planning on an in-person or virtual 2023 SKO?

Responses only from those who answered "In-person" to "Are you planning an in-person or virtual 2023 SKO?"



Note: May not add up to 100% due to rounding.

n=63

The top three (3) most cited challenges with planning 2023 in-person SKOs are **being too busy with the Q4 close (35%)**, **attending budget for an in-person event (30%)**, and **convincing team members to attend an in-person event (21%)**.

What is the biggest challenge in planning your 2023 in-person SKO?

Navigating fluctuating COVID guidelines 3% | Justifying taking reps out of the field 2% | Staffing an in-person event 0% | Other 0%

n = 63

Note: May not add up to 100% due to rounding.

Responses only from those who answered "In-person" to "Are you planning an in-person or virtual 2023 SKO?"

The top expected benefit from 2023 in-person SKOs is **account planning sessions leading to closed won deals (48%)**. 27% expect improved communication and collaboration with other teams.

What is the biggest benefit you expect from your 2023 in-person SKO?

New hires ramped up 0% | Implementation of new process or technology 0%

n = 63

Note: May not add up to 100% due to rounding.

Responses only from those who answered "In-person" to "Are you planning an in-person or virtual 2023 SKO?"



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Respondent Breakdown

Region

Job Level

Company Size

Note: May not add up to 100% due to rounding.