

THE SKO THAT STICKS

Your kickoff is the one moment you get the entire team in a room. Here is how to make it land on the day, and keep paying off long after everyone has flown home.

[MEDDICC.COM/SKO](https://meddicc.com/sko)

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THE BEST KICKOFFS DON'T END ON THE LAST DAY.

A huge amount goes into a kickoff. Months of planning, a serious budget, and the entire team pulled into one place.

But once everyone flies home, that momentum is often lost. Without reinforcement, coaching and measurement, teams quickly fall back into old habits and the return on months of planning becomes difficult to prove.

How do you reinforce what happens at SKO?

ON AVERAGE

\$1.5–3.5K

SPENT PER ATTENDEE

~80%

OF CONTENT IS FORGOTTEN
WITHIN A WEEK

38%

THE FOLLOWING QUARTER

WHY REINFORCEMENT PAYS OFF

Reps who get regular coaching are around 50% more likely to hit quota.

TURN TWO DAYS OF ENERGY INTO A YEAR OF RESULTS.

Kickoffs start the journey. Reinforcement delivers the outcome.

Great selling is built through repetition, coaching and accountability, not a single event. That's why lasting change comes down to four things:

With MEDDICC, you'll have the system to reinforce change;

01

A common language

02

Manager-led reinforcement

03

A coaching rhythm

04

A way to measure

WE AREN'T JUST ANOTHER KEYNOTE SPEAKER

Most keynote speakers reuse the same presentation. We write yours from scratch. Every MEDDICC keynote is built around your team, your market and your deals, with MEDDICC woven into every moment.

Want something unforgettable? We create fully themed SKO experiences, from Shark Tanks to Grand Theft Auto to Racing - using custom stories, music and sketches that entertain while reinforcing the behaviors you want your team to take back into the field.

RACING PIT-STOP

GRAND THEFT AUTO

STADIUM SPORTS

SHARK TANK

CUSTOM BUILT FOR YOU

**Your theme. Your market.
Your deals. Your in-jokes.
Nothing recycled, nothing
off the shelf.**



LIVE FACILITATED WORKSHOPS AT YOUR SKO

The best SKOs involve the audience. Our interactive workshops bring your GTM teams together to apply MEDDICC to the customer lifecycle, coached by live facilitators. Teams can build value cases they can take straight back to the field.

The keynote sets
the scene. The
workshops turn it
into execution

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EVERYTHING WE BRING TO YOUR KICKOFF.

Whether you're looking for a keynote speaker or a full kickoff day - we have options for everyone.

Customised keynotes

Themed, story-driven,
built around your world.

MEDDPICC workshops

The method turned into
deal-level behaviour.

Go-to-market workshops

Messaging, qualification
and process, aligned.

Shark Tank pitch workshops

Teams build and defend
real ideas to a panel.

Live coaching

Small-group and one-to-
one through the event.

Facilitation and hosting

We run the room from
open to close.

WHY IT WORKS

The power is in the combination: a keynote that lands, hands-on workshops that turn it into applied skill on real deals, and a clear path to reinforce it long after the event.

YOUR SESSIONS ARE LED BY THE PEOPLE WHO WROTE THE BOOK ON MEDDPICC.

Andy Whyte is the author of MEDDICC. **Pim Roelofsen** is MEDDICC CRO and a practitioner of MEDDPICC. Behind them is the wider MEDDICC team of facilitators and coaches who work the room alongside your people.



Andy Whyte
Founder & CEO of MEDDICC



Pim Roelofsen
CRO of MEDDICC



Having this team onsite, aligning on goals and initiatives for the year ahead, was brilliant. Andy Whyte flew halfway across the world to start something big in our organization.

Michael Sentonas
President, CrowdStrike

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START PLANNING YOUR SKO WITH MEDDICC

Tell us your dates, your theme and your team, and we will shape something that fits.

[Check keynote availability for your dates](#)

We loved having Andy Whyte there. Great session with incredible passion, and he absolutely nailed it.

Susan Kinser
Net Health



Trusted by teams like yours



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