

# POUR ROCKET FUEL

## INTO YOUR NEXT SALES MEETING

### INSPIRE

to attain a higher level of sales team performance

### ENGAGE

salespeople in real-world experiences that build sales capabilities

### MOBILIZE

the sales team to achieve better results faster

Most annual sales meetings don't live up to the hype.

### Will Yours?

## COUNT DOWN!

5 steps to capture your sales force's attention and ignite your next sales meeting.

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### Monitor Atmospheric Conditions

#### Engage your Executive Team Prior to the Event

What are the top business concerns?  
What do they want the audience to take away?

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### Define the Flight Plan

#### Identify the Sales Behaviors of Top Performers

Collaborate to understand what "great" looks like.  
Show sales leaders what they need to do to get there.

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### Liftoff

#### The Success Factors

Alignment – Where to go? Why to go? How to go?  
Mindset – Do they believe in the direction? Have a sense of urgency? A desire to engage?  
Capability – Do they have the skills to complete the mission?

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### Mission Control

#### Demand Accountability

How will people be held responsible for taking action?  
How will results be measured?

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### One Giant Leap

#### Immerse Leaders in a Simulated Cockpit

Engage, inspire and mobilize your salespeople through an interactive, digital experience.  
Design an experience that immerses leaders in a simulation of your company's business.  
Offer employees an opportunity to practice real business decisions, test assumptions, make mistakes, reflect on associated risks and improve.

IGNITE

The Sales audience is now engaged

• RESULTS ARE IMMINENT •