**Tick - Tock - Boom!**

Kick off your annual sales meeting with a fast-paced, “dynamite” leadoff that will stand up to the toughest objections!

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| Type | Meeting |
| Purpose | Organizational Team Building |
| Topics | Teambuilding, communication, results sharing, motivation, sales |
| Audience | Salespeople |

## **About this activity**

Recent data reveals that companies with well-defined sales plans are 33% more likely to exceed their revenue targets compared to those without a clear strategy in place. This statistic underscores the critical role that sales planning and strategy play in achieving exceptional results.

As part of the annual sales meeting, participants will complete a short icebreaker game to practice their motivational selling skills and hear from sales leaders about the team’s performance over the past year and the sales strategies, initiatives, and action plans for the year ahead. The meeting will end on a high note with a celebration of individual and team wins.

The activities and meeting agenda are designed for conducting an annual sales kickoff and are suited to groups of any size in an in-person setting.

#### Important details

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| Best for groups of | Unlimited |
| Preparation time | 15 minutes |
| Duration | 1 hour 45 minutes - 2 hours |
| Required materials | * Post-It Notes * Pens * Prizes or company swag * Sign or banner with company logo and space for writing * Presentation equipment * On-screen countdown timer |
| Required location | * Indoors * Blank wall |
| Noise level | High |

## **How it works**

#### Instructions

Before conducting the activity (10-15 minutes):

The facilitator should read the instructions and familiarize themselves with the opening Tick- Tock-Boom! game. The facilitator should enlist a helper before the session to start the onscreen timer during each round of the game.

The facilitator should ensure there are Post-It notes and pens at each table and a sign or banner with the company logo and blank space for writing hung on the wall prior to the start of the session.

As participants arrive, the facilitator should play fun, motivational music to create energy and excitement.

Conducting the activity:

Introduction (5 minutes):

The facilitator should provide an overview of the meeting agenda and introduce the opening icebreaker game of Tick-Tock-Boom!

Tick-Tock-Boom! Game (15-20 minutes):

The facilitator will instruct participants to take a Post-It note and write down three negative thoughts or objections that are keeping them from realizing their sales goals. When they are finished, participants should hang their post-it notes on the wall. Five minutes will be allowed to complete this task and the facilitator should use a countdown timer on the screen, preferably one that makes a ticking sound, to create a sense of urgency.

Once the notes are hung, the facilitator should ask for two volunteers, explain the rules of the Tick-Tock-Boom game, and play the first round. After each round of play, the facilitator will ask for additional participants and play additional games until the time allotted for the exercise is up.

Yearly Performance Review (20 - 30 minutes):

The facilitator will lead or introduce the keynote speaker who will lead the yearly performance review. During this part of the meeting, the speaker will analyze and discuss the team’s performance, review key performance indicators and metrics, and discuss missed opportunities and successes. A slide deck or presentation is recommended.

Setting Goals and Strategies for the Next Year (30 minutes):

During this part of the meeting, the speaker will establish the vision and goals for the upcoming year and introduce and discuss sales strategies, initiatives, and action plans. A slide deck or presentation is recommended.

Celebrate Wins (15 minutes):

During this part of the meeting, the speaker will acknowledge individual and team accomplishments from the past year, share success stories and highlight exceptional performances, and express gratitude and appreciation.

Wrap-Up (15 minutes):

The facilitator will ask everyone in the room to form one large circle. Participants should go around the circle and each say one word or phrase (must be unique - no repeats) that describes a goal, a wish, or a commitment for the coming year. Once everyone has finished, participants should be instructed to write their words or phrases on the sign or banner containing the company’s logo.

The banner should be displayed in the office and/or posted on the company’s website, blog, or social media accounts as a motivational reminder of the sales kick-off meeting.

#### Rules

To play Tick-Tock-Boom:

Once the notes are hung, the facilitator should ask for two volunteers. When the facilitator says “Tick”, one of the volunteers will take a random Post-It note from the wall and read the first negative thought or objection. When the facilitator says “Tock,” the other volunteer will substitute a positive thought or counter-statement to the objection. The back and forth will continue until all three statements are read and answered. When the facilitator says “Boom,” either participant will share an example of when they overcame a negative thought or objection to make a sale.

The facilitator will start a timer at the beginning of each round and the participants will have one minute to complete an entire Tick-Tock-Boom cycle. If they are successful, both participants will receive a prize. Audience cheering is encouraged.

#### Example

Tick: It’s too expensive.

Tock: Let me tell you about a different product that may be a better fit for your budget.

Tick: I’m locked in a contract with your competitor.

Tock: Perhaps I can offer a discount to make up for the cost of switching to our service.

Tick: I’m not the person who makes the buying decisions.

Tock: Who is the right person to talk to about this purchase? Can you introduce me to them?

Boom: One of the purchasing managers I’ve been trying to reach has an executive assistant who is a really good gatekeeper. I found the contact information for one of the junior buyers and called them and asked them to connect me to their manager by email. The buyer made the introduction and I ended up making a sale.

## **Materials**

#### For facilitator

Prizes or company swag

Sign or banner with company logo and space for writing

Presentation equipment

On-screen countdown timer

#### For attendee

Post-It Notes

Pen