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Re-energize your team this September

by Mike Gospe

If you are like most companies, September seems more like the start of a new year. As with schools across the globe, this is a perfect opportunity to welcome everyone back and offer some refresher workshops to hone their skills. Use September as the perfect time to kickstart marketing and sales leaders back into action. Here are a few tips to get you thinking:

- **Make it practical.** Not all workshops carry the same value. Today, it's less about theory and more about the "practical application" of the concepts at hand. When you design a workshop to get critical work done, you make real progress while improving skill sets at the same time.
- **Spice it up.** In our global economy our teammates are scattered all over the world. Look for an opportunity to bring people together. Nothing can improve teamwork and empathy like face-to-face interactions. The cross cultural learning will raise energy levels.
- **Take advantage of low-cost options.** Instead of multi-day training events, keep the agenda focused to a single day or two half days spread over two weeks. Dedicate 30 minutes in your September staff meetings to invite outside experts to share best practices.

KickStart offers a variety of low-cost, high-impact workshops on topics to engage sales and marketing teams.

- Value Proposition & Messaging
- Marketing Campaign Development
- Sales Leadership

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