

2026 Sales Kickoff Agenda

Day 1 - Tuesday, January 27

Start Time	End Time	Agenda Item	Presenter(s)
Arrive at office by 8:30 (coffee / light breakfast items)			
8:30	9:30	Kickoff 2025 Results 2026 Plan to Win	Gina Armada Mark Petoskey
9:30	10:15	Celebrate 2025 Wins: • ODA Wins: Payments Plus, Migrations, IMS Product Line • CDA Wins: Kruk, Qualitative for 2026	
10:15	10:30	<i>Break</i>	
10:30	11:15	Website & Messaging Relaunch What's New in 2026	Olga / Marketing
11:15	12:00	Product: From Foundation to Acceleration <i>What's Winning Today & Powering 2026</i>	Emily Washington Kevin Monroe Liz Gerrity
12:00	1:30	<i>Lunch / Check Emails</i>	
1:30*	3:30*	MEDDPICC Interactive Session	Mark Petoskey
3:30	3:45	<i>Break</i>	
3:45*	4:45*	Recording activity in SF (<i>Einstein Activity Capture</i>) Interpreting ZoomInfo & Sendoso	Brittanie Rodriguez Kristin Gorman Tess Pauken (ZoomInfo)
4:45*	5:45*	Discovery & Negotiating Interactive Session	Mark Petoskey
5:45	6:30	<i>Break Until Dinner</i>	
6:30	9:00	Team Event + Dinner @ Launchpad	All

* Designed for Sellers only.

Day 2 - Wednesday, January 28

Start Time	End Time	Agenda Item	Presenter(s)
Arrive at office by 8:30 (coffee / light breakfast items)			
8:30	12:00	CDA Breakout: <ul style="list-style-type: none"> • Looking Beyond - Product Roadmap – Shawn .5 • Top Differentiators Working Session .45 • LinkedIn/Simon Jayaram @ 10:00 am CT • Break at 10:30am • Common Customer CCM Questions Working Session :45 • Qualification Questions Working Session :45 	Shawn Phillips Simon Jayaram Rodney Frye (leading working sessions)
10:00	10:30	<i>Break</i>	
8:30	12:00	ODA Breakout: <ul style="list-style-type: none"> • Product Roadmap – Blaine .5 • Prospecting for Payments Plus 1.5 • LinkedIn/Simon Jayaram @ 9:30 am CT • Break at 10:30am • Account Expansion Exercise .5 • Migration Plans of Attack .5 	Blaine Sanderson Simon Jayaram Mark Petoskey (leading working sessions)
12:00	1:30	<i>Lunch / Check Emails</i>	
1:30	2:15	Agentic AI for Account Management and Business Development	Matt Knutson
2:15*	3:00*	Sales Team Account and Opportunity Plans	Mark Petoskey / Sales Executives
3:00	3:30	<i>Break</i>	
3:30*	5:00*	Sales Team Account and Opportunity Plans	Mark Petoskey / Sales Executives
5:00	6:00	Break until Team Event	
6:00	9:00	HH & Dinner @ Porter Creek	All

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