

we are



2021 Commercial Kickoff!

We're excited to gather (virtually) as a team for three days of education, inspiration, and celebration.

During the week, you'll work with your teams to develop revenue and account plans that you'll activate throughout the year. We're excited to bring you best-in-class virtual training and workshops in partnership with Brevet, one of the leading Sales Enablement Training and Consulting Firms. All sessions are designed to ensure you will emerge from our time together with real-world, actionable account strategies and plays for your territories.

In addition to training, join us throughout the week for live general sessions hosted by Agiliti leaders, and special events including a live Awards Celebration to welcome our top performers and 2021 Legends into the President's Circle plus our announcement of next year's exclusive trip destination.

Giving back | Online fundraiser

An important part of our annual meetings is our effort to give back to the communities where we live and work. This year, we are happy to be partnering with [No Kid Hungry](#)—a national campaign committed to ending childhood hunger in the U.S.

We'll begin raising funds for No Kid Hungry this week, but our efforts to support this important organization will extend throughout the year. Keep an eye on your daily emails for more information on how to make a donation to No Kid Hungry.

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FEBRUARY

Opening General Session

12-1 p.m. CT

Tom Leonard and Tom Boehning

Join us as we officially "Kickoff" our week of training and celebration. Spend an hour with Agiliti CEO, Tom Leonard, and President, Tom Boehning, as they reflect on our achievements and opportunities and chart our course and strategy for 2021 and beyond.

Cracking the Account Development Code: Introduction and Homework

1:15-2:45 p.m. CT

Ralph Grimse, Brian Williams, Steve Loftness, Kris Ruedebusch, Steve Hansen and Terry Snyder

With the launch of our new commercial model, execution and proficiency within the 4 Pillars is more important than ever. Our new approach requires us to apply more discipline to our execution of TTM and rally around our customer accounts to drive revenue and capture bookings, together. Our work at Commercial Kickoff will move us forward on this path by translating our revenue plans from pre work into the tactics required to grow our accounts. We will introduce the core concepts of account development and set the stage for an engaging, motivating and productive Commercial Kickoff.

Evening Team Activity: BINGO!

Optional but encouraged

4-5 p.m. CT

Grab your partner, kids, or pets, make some popcorn, pour your favorite beverage, and let's have some fun—it's time to play BINGO! Participation is encouraged (so is wearing your lucky hat or shirt, and choosing a fun Zoom background) because you don't want to miss out on a chance to win BIG prizes.

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FEBRUARY

Morning Kickoff

9:30-10 a.m. CT

Tom Boehning

Join Tom Boehning for insights and guidance as you kickoff your second day of training.

Cracking the Account Development Code: Account Strategies

10:15-11:30 a.m. CT

Ralph Grimse, Brian Williams, Steve Loftness, Kris Ruedebusch, Meghan Schellhamer, Brad Jacobsen, and Terri Grant

All of our customers are on a journey with Agiliti. Helping customers get value of our combined services requires a deep understanding of where they are and where they want to go. Deciding how they're going to get there requires a strategy. In this session, we'll introduce common account development strategies and share insights on when to use and how to deploy these tactics.

Workshop: Building Your Winning Sales Plays

11:45am-1:45 p.m. CT

Ralph Grimse, Brian Williams, Steve Loftness, Keith Richards, Eric Wasser, Kris Ruedebusch and Sales Leaders

Working in small teams, you'll build out winning account plays that align with the revenue motions learned in pre-work—ultimately designed to move your opportunities through the Customer Aligned Sales Process. Your goal will be to tackle real account scenarios and devise the sales plays that will drive account growth.

Account Strategies Recap

2:15-2:45 p.m. CT

Ralph Grimse, Brian Williams, Steve Loftness, and Kris Ruedebusch

Our session will wrap for the day by summarizing the key lessons learned, sharing feedback and preparing your team's plays for review the next day.

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FEBRUARY

Kickoff and Account Strategy Review Sessions

9:30-11:30 a.m. CT

Terry Snyder, Steve Hansen, Ralph Grimse, Brian Williams, Steve Loftness, and Kris Ruedebusch

Your account strategies will be put to the test. Your team will face a new sales leader playing the role of a prospective buyer who will be reviewing and evaluating your plays. Finally, we'll summarize the winning sales plays, highlight best practices and celebrate our progress together.

Closing General Session

12-1 p.m. CT

Tom Boehning, Kate Kaiser, Angela Duckworth

Join Tom Boehning as we prepare to close out the week. We'll be joined by special guest, Angela Duckworth, for an engaging discussion on her landmark research on grit—the power of passion and perseverance. Before our session with Angela, we recommend you take a look at your copy of her book, *Grit*—which you received as part of your Kickoff gift box. Also, check out this [Ted Talks](#) on her theory of "grit" as a predictor of success and take [this quiz](#) to see where you rate on the grit scale.

Award Show and Virtual Celebration

2:30-5 p.m. CT

Tom Leonard and Tom Boehning

It's time to celebrate! Join us as we introduce our 2020 award winners and announce our newest members of the prestigious President's Circle. Remember to unpack your celebration kit and stick around for some surprises throughout the event. We can't wait to celebrate with you!