

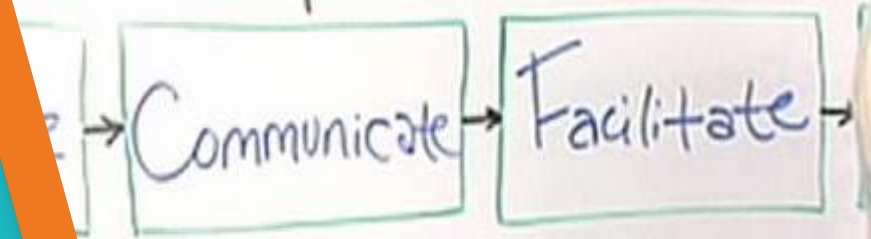
How to Conduct a Successful Sales Team Meeting

Presented by J.W. Owens



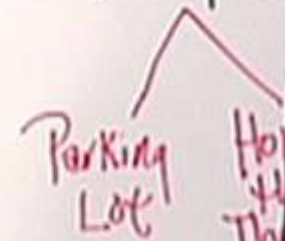
A Perspective 101 Series

How to RUN Team Meetings
41 Key Elements



- Agenda
- Action Items

- On Time
- On Topic



How to Conduct a Successful Sales Team Meeting

A well-trained sales team is a valuable asset to any small business.

Sales team training often occurs regularly in semi-formal meetings at the beginning of each week, day or month.

A successful sales team training meeting helps sales staff to gain knowledge and experience, while addressing current trends and concerns of the team, recognizing outstanding achievements, providing encouragement and bolstering employee motivation.

How to Conduct a Successful Sales Team Meeting

Step 1. Provide coffee, water, juices and light food for all attendees. Situate the refreshments in such a way that encourages participants to take some at anytime.

This will help people to remain focused on the meeting, rather than hunger or thirst.

Step 2. Create a strictly time-bound agenda for the meeting to ensure that presenters can discuss all pertinent points without extending the allotted time.

Do not try to cover too much information in a single meeting. Scheduling regular meetings can be more effective than attempting to squeeze too much information into a single discussion.

How to Conduct a Successful Sales Team Meeting

Step 3. Schedule the meeting at least 15 minutes before your desired start time. **Allow team members to chat informally over refreshments before the meeting begins.** Inform all team members of exactly when the actual meeting is to begin, and start the meeting on time. **Provide a meeting agenda to each participant at the start,** so that everyone knows what to expect.

Step 4. Review the team & recent accomplishments, or progress toward departmental goals at the beginning of the meeting. Discuss the exemplary achievements, or the successes of individual team members and the group as a whole, That will set a positive, collaborative tone for the discussion. Set aside **time for team members to share encouraging or humorous anecdotes** from the sales floor or field to lighten the mood.

How to Conduct a Successful Sales Team Meeting

Step 5. Cover a portion of an ongoing sales training curriculum during the meeting. Use a thorough curriculum.

Take the time to have your sales force leaders develop a program for your company, or invest in a commercially available sales training program.

Step 6. Discuss areas of possible improvement for your specific team after reviewing the ongoing sales curriculum.

The ongoing curriculum is designed to continually grow the skills and abilities of your sales force, while this discussion should be custom-tailored to the daily needs and experiences of your team members.

How to Conduct a Successful Sales Team Meeting

Step 7. Provide time for team members to ask questions, or share additional information at the end of the meeting.

Create an open, non-threatening atmosphere that encourages junior team members to present observations, ideas and questions.

Remind participants of the date and time of the next meeting before adjourning.

My Sales Meeting

This is my 2 sided Sales meeting Agenda.

Front Page

SALES MEETING

Start and finish meetings on time.
(We must stay on track and the discussion should NOT wander into areas not on the agenda. If an issue comes up that is urgent, we will put it aside and deal with it at the end of the meeting or set another meeting to deal with it, if it is important enough). Meetings must be Professional and polite.

Date/Time: _____

Host: _____

Attendees: _____

Topics:

Quote for the Day: _____

Housekeeping:

Departments:

Accounting/Data Entry: _____

Credit/Aging: _____

Art Department: _____

Digital Department: _____

Key roles and responsibilities:

- Leader
- Note Taker
- Timekeeper
- Facilitator (if applicable)

Open AD Postions:

PAPER: _____

OTHER: _____

Outstanding Items:

Sales/Specials:

My Sales Meeting

This is my 2 sided Sales meeting Agenda.

Back Page

Scheduled Individual Meetings: _____

Excellence: Sales person Success Stories:

Brief individual reports on activity, plans; recognition of team or specific Rep accomplishments

Personal:

Account:

This Week's Major Account Presentations:

Expectations: _____

Trends/Opportunities/Threats: Information relative to industry, competition, or "big picture" issues

Scheduled Sales

Activity/Events: _____

Upcoming Week: (based on status of sales-to-date, pipeline, sales technique etc.)

Any other Business from Team Members: _____

Topic Presenter: _____

Education: selling techniques, territory or account management, best practices, etc. based on issues of the day / team status.
Upcoming training schedule (give brief details and stress the importance of attendance).

Adjournment: Consensus and summary, Q&A, feedback and follow-up items/delegation of activities

How to Conduct a Successful Sales Team Meeting



This is a series of Training for your Management, Sales & Office TEAM

Good Selling !



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A Perspective 101 Series



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