

4 Sure-Fire Tips for Running a Successful Sales Meeting



You Have an Excellent Sales Team.
The question is will they stay?



How to keep your people motivated, productive and happy

- Believe in the power of motivation
- Exercise excellent sales management
- Learn how to run effective, successful Sales team meetings



What's a Sales Team meeting?

- Simply, a sales team meeting is an organised meeting where a sales team and sales manager can touch base.
- Where best practice can be shared
- Sales reviewed
- Problems can be solved together



4 Sure-Fire Tips for Running a Successful Sales Meeting

2. Have an Outcome

3. Have an Agenda

4. Stay on Track

5. Keep it real



Have an Outcome

- Before you do any activity in business, have an Outcome.

An objective won't do, it's too vague.



Outcome vs Objective

- An outcome pre supposes you have got the result
- An objective is something you will do at some point in the future

Consider the example.....



Outcome vs Objective example

- Objective : We will cover all the latest sales coaching material.
- Outcome : Sales Team understand and can use the latest sales coaching material to develop themselves.

Very different aren't they



Have an Agenda

A good agenda will;

- Focus on current issues
- Encourage participation and discussion
- Review, recognise and reward successes
- Pin point areas to focus and refocus on
- Meet business and people needs



Stay on Track

It can be easy to get side tracked even in the best planned meeting.

- Email a copy of the agenda with information on what people need to bring to the meeting well in advance
- Have a chairperson- doesn't have to be a sales manager



Stay on Track

- Appoint a time keeper
- Have printed copies of agenda so everyone can keep a track of progress
- Communicate the meeting outcomes and check what outcomes your sales team have



Stay on Track

- Be ware of conversation dominators who can hijack discussions. Thank them for comments and say you want to invite other views and thoughts.

Be confident to put your hand up in a 'stop' gesture...works a treat



Keep it Real

Running a successful sales team meeting isn't about perfection. It's about;

- Keeping communication open
- Having realistic outcomes
- Promoting honesty and building trust



Keep it Real

A common mistake is:

To assume that all is fine and ok when it's not.

Keep your discussions, friendly, factual, everyone gives and takes.



Remember

More sales starts with a sales meeting that is;

Planned

Organised

Outcomes

Actions taken

Honest and Open



For a free 60 minute MP3 on solutions to the problems new sales managers face every day, visit www.SalesManagerMastery.com

