

Special Management Series

Oh No, Not Another B****y Sales Meeting

This is a series of Training for your
Management TEAM

Presented by J.W. Owens



A Management
Perspective 202 Series



Management – JWO 340

Oh No, Not Another B****y Sales Meeting!

I don't know about you, but as a young sales professional – yes, that was an awfully long time ago –

I used to dread sales meetings:

Typically, they were boring, uninspiring and a total waste of my precious selling time.

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When I moved into management, one of the first challenges I set myself, was **to make my meetings an event to look forward to.**

Here are just ten suggestions you might find useful.

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- **Suggestion 1:**
Insist on punctuality, for there is nothing which detracts from a meeting so much as people coming in late with lame excuses or returning late from a coffee break.
- Not only is this disruptive for the meeting but it is bad for group discipline as well and each time a manager allows this, they relinquish a little leadership capacity.
- Start the meeting on time to the minute.
- Do not wait for late arrivals and whatever you do, do not be late yourself.

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- **Suggestion 2:**

Begin the meeting in the way you plan to carry on throughout

- With a friendly smile and a dynamic greeting
- Do not commence in a flat uninspired monotone.
- Be informal, relax and encourage team members to do likewise.

Do remember that a sales meeting is one of those few occasions where you can provide ***“collective motivation”*** so you need to be at your inspiring best.

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- **Suggestion 3:**
Explain the objectives and always ‘sell’ the objectives by providing the team with good reasons why each item has been placed on the agenda.
- It is likely that you will want to **discuss performance(s)** since the last meeting and it is essential that you highlight success.
- Whatever you do **never, ever, hand out criticism** because that is the most morale sapping thing you can ever do.
Rather deal with sub-standard performance one to one.
- However, do feel free to **deliver collective praise** in copious amounts whenever appropriate.

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- **Suggestion 4:**

Use some kind of visual aid during each session.

- **The most common and easy to use visual aid is a PowerPoint presentation;** closely followed by the flip chart, which allows you to be spontaneous should you need to be – one picture really does paint a thousand words!

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- **Suggestion 5:**
- **Make quite sure that you achieve full agreement** at the close of each session.
- You should aim to get **full commitment** from all present at the meeting, that they will definitely do what you have asked them to do.
- At the **end of the meeting an action plan** should be prepared and circulated to everyone present at the meeting.
- The previous meeting's action plan should always be progressed at the meeting.

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- **Suggestion 6:**
- **Make sure that at least fifty per cent of the meeting is taken up with some kind of sales training.**
- You can deliver this yourself or you might consider using specialists from outside of the company.

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- **Suggestion 7:**

Plan the amount of time you can afford to allocate to each session, well before the meeting, and be sure to stick to your schedule.

One tip I always pass on, is to avoid the dreaded **“Any other business”** at the end of the meeting.

In reality, if an item is worth discussing, it should be a full agenda item, allowing for proper preparation.

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- **Suggestion 8:**

Encourage everyone to participate by asking for their views and opinions, **or** by giving them presentation projects to prepare in advance of the meeting date.

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- **Suggestion 9:**
Do not do all the talking yourself.
- Salespeople (and most other people) **hate to be lectured at.**
- **Ask questions and listen** to the answers.
- **Ask for opinions**, and always question the reason for a particular opinion.
- Do remember, generally people comprehend:
 - 11% of what they hear**
 - 32% of what they see**
 - 73% of what they see & hear**
 - 90% of what they see, hear & discuss**

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- **Suggestion 10:**
Finally, do set an example as the meeting leader.
- The manner in which you package yourself, your cheerfulness, your positive attitude and the way in which you have planned and conducted the meeting – all these things will be noticed by even the least perceptive of your team.
- **Do all these things well** and you will strengthen your position as the leader of the group.
- **Do them badly** and you can forget about training and developing your people, for they will take not the slightest notice of anyone who does not practice what they preach.

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- **Summary**

As with all things in life, the success of your sales meetings will depend to a **large degree on the amount of planning and preparation** you are able to do, so do try to consider the following:

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- **The Timing:** Best day, time of the week/month/quarter, regularity.
- **Location:** In relation to cost, facilities and transport.
- **The Room:** Its lighting, ventilation, heating, degree of sound proofing, layout of table, comfort of chairs, seating plan, pencils and paper, flip chart, poster paper, markers, and of course, presentation equipment.
- **Organization:** Arrange for breaks and refreshments.
- **The Meeting:** Prepare the whole meeting
 - Prepare the visual side
 - Prepare the timing
- **REHEARSE!**

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TEAM

Good Selling !



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

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