



Leading Effective Sales Meetings

Objectives and Activities

Ensure each of your sales meetings has clear objectives and specific agenda, so you and your team members find the meetings productive. Consider the following examples.

Objectives	Examples of Agenda Items and Activities	Additional Tips
<p>Visioning:</p> <p>What do we want? What would be ideal?</p>	<ul style="list-style-type: none"> • Communication of company vision, sales goals, strategies, and plans • Invite ideas and input on specific strategies and programs • Setting team goals and assigning individual roles 	<ul style="list-style-type: none"> • Communication of company vision, sales goals, strategies, and plans • Invite ideas and input on specific strategies and programs • Setting team goals and assigning individual roles
<p>Exploring:</p> <p>What assumptions can we challenge? What would be different?</p> <p>Experimenting:</p> <p>How can we combine existing elements in new ways?</p>	<ul style="list-style-type: none"> • Discuss issues – internal, cross-team, and external. Identify solutions. • Review and re-define processes • Review competitive environment 	<ul style="list-style-type: none"> • Have team members take turn to chair the meeting and prepare data points for discussion • Create a trusted environment. Encourage team members to raise and discuss issues in a positive manner. • Brain-storm suggestions and solutions to issues
<p>Modifying:</p> <p>How can we improve on what has been done before?</p>	<ul style="list-style-type: none"> • Review achievements – status reports • Review and work out team issues • Discuss customer complaints • Identify lessons learned from lost deals • Share best practices • team goals and assigning individual roles 	<ul style="list-style-type: none"> • Develop, enhance, and share tools and processes • Encourage team approach, e.g. identify common customers issues and solve them as a team • Have team members identify and share their own best practices
<p>Motivating:</p> <p>How can the team be further motivated to achieve even better results?</p>	<ul style="list-style-type: none"> • Communicate the company's overall achievements • Acknowledge and reward the team's achievement • Acknowledge and reward individual performers • Team-building activities • Skill-training activities 	<ul style="list-style-type: none"> • Once in a while hold the meeting off-site – make it a team lunch and celebrate success • Have team members make a short presentation on topics are critical to the business and they have a personal interest in. Use this opportunity to help them build their confidence, improve their knowledge on critical topics, and practice presentation skills.