

## Sales meetings

### Overview

Meetings don't have a great reputation. In many organisations they are notorious timewasters and are often unproductive. You need to make sure that the meetings you run (or attend) are effective and lead to positive action.

**Tim's** highly motivational bite-sized session, will give those responsible for running (and attending) sales meetings some really useful insights into how to:

- Make sure you only hold (or attend) the meetings you really need to
- Keep your meetings focused through the use of effective objectives and agendas
- Control your meetings to ensure they are effective
- Ensure that agreed actions are assigned and recorded
- Close your meetings effectively

### Session outline

#### 1 To meet or not to meet?

- Are all meetings necessary?
- What are the alternatives?
- If they are necessary, who should attend?

#### 2 Objectives

- Why it is important to set objectives for a meeting
- Short exercise – what makes an objective effective?

#### 3 Agendas

- What makes an effective agenda?
- Responsibilities

#### 4 Controlling the meeting

- Short exercise (questionnaire) – what's your role in controlling the meeting?
- Ground rules for meetings

#### 5 Meeting personalities

- Short exercise – making meetings work with different personality types

#### 6 Agree actions

- Role of the leader in ensuring that meetings result in positive action

#### 7 Meeting notes

- Different types of meeting notes
- Who is responsible for them?

#### 8 Closing meetings

- How to end meetings effectively and on a positive note

#### 9 Obstacles to improvement

- How to handle the potential obstacles to implementing the ideas discussed during the workshop

### Any questions?

Please just give us a call on **01582 463463** – we're here to help!

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