

THE ULTIMATE SALES MEETING CONTENT GUIDE



TOP TEN TIPS FOR SALES TEAM MEETING SUCCESS

1. Have clear objectives

Get to know what it is you are wanting to achieve from your sales team meeting. Be clear, be inspiring and be realistic. The answer is likely to include improving your company sales culture, motivating, inspiring and, ultimately, improving the performance of your team.

2. Preparation

Be prepared – take time to plan, set and share an agenda. Make sure your sales team members are aware they should read this agenda ahead of the meeting. They need to know to prepare too!

3. Set the standard

Start your sales team meetings on time. Stick to your agenda. Allow time for follow up questions and monitor these to ensure you finish on time. Follow up with any latecomers and reiterate the importance of punctuality to all meetings.

4. Remove unnecessary admin

If sales team meeting content is not of value to everyone in the room, get rid of it. If you want to have a discussion with one individual, and this isn't relevant to others, save it for a one-on-one.

5. Eliminate boredom

Most salespeople have sat through poorly run sales team meetings and know how unnecessarily 'boring' these can be. Make sure your meeting is of interest to your team. Even better, make it fun!

6. Performance, performance, performance

Use your sales team meeting to coach and build consistency to lead to better performance. Share relevant, relatable examples of deal wins/losses and what shaped these outcomes.

7. Focus on what's important

Keep your focus on what's most important. Remember that embedding learning takes time so don't overshare or overwhelm your sales team with too much information at once. Revisit key learnings.

8. Provide time for discussion and input

There is great potential value in hearing from your sales team and learning from their experience. Share the meeting platform, within your meeting parameters and timeframe. Allow space for relevant views to be heard. Support and encourage sharing.

9. Celebrate success

Often, sales team meetings are scheduled due to poor sales, so it's no surprise that many salespeople approach them with trepidation. Share successes and celebrate your wins! Proudly put people on a pedestal and enjoy the energy that shared success brings to your team.

10. Motivate

When creating a motivational culture, your sales team meeting is the perfect place to start. Motivation is magnetic. Enthusiasm is infectious. Tap into what makes your team tick and you'll see your sales skyrocket.

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7 WAYS TO MAKE YOUR SALES MEETINGS VALUABLE

1 Map out your process

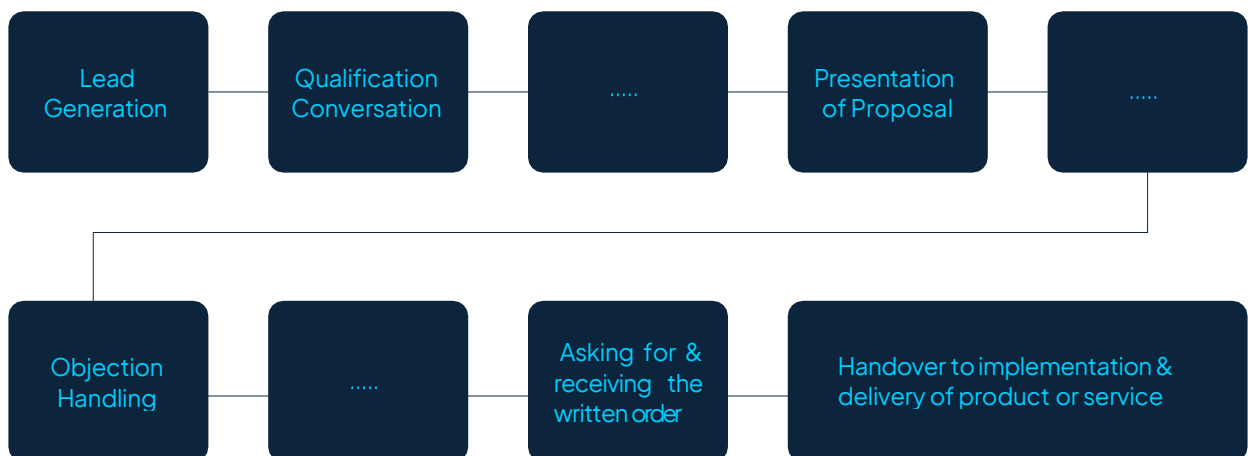
What is your sales process? Asking your sales team this question can be a very telling exercise.

The responses from your sales team can tell you a lot about individual and shared understanding. It can point to gaps in your training process and documentation, and it can provide valuable perspective.

Irrespective of the answers, you then have an opportunity to start fresh with a clean slate, and guide them through this process step by step. Better still, build it together.

Visuals can aid learning, so be prepared with a diagram or flowchart of your current process.

SALES PROCESS EXAMPLE



"44% of salespeople believe there is little interaction in sales meetings" - INDICATOR MOOD OF THE SALES LEADER

In most sales meetings the manager gets up and talks, and the team just sits and listens!

So, why not change that...

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2 Make it interactive

Work through your sales process step by step, using a basic diagram / flowchart as a visual prompt.

Start with the first prospecting contact: the regular call for the appointment, the qualification conversation or the account management interaction that triggers the sales process. Ask for input and ideas on what these prompts could be that can set the sales process in motion.

Build each stage of the sales process out, using the input and expertise gleaned from your team.

Collectively, you're not only embedding but evolving your sales process.

Prompt your salespeople with questions such as:

- What's the best way to ask that qualifying question?
- What are some of the best questions to have front of mind at this stage?
- How should we structure our demo to make it most relevant for the buyer?
- What are our most common objections, and what is the best answer for each?

And so on, until you've fleshed out each stage of your sales process.

3 Welcome feedback

You don't want to get bogged down in too much feedback. Likewise, if feedback is light in one stage of the process, add another if you are able to cover that off within your meeting parameters.

Allow open and if needed, robust discussion. Encourage everyone to share their thoughts.

Gain a decision consensus and move on only when it 'feels right'.

4 Spend a session on each part of the process

Try to cover feedback on one stage of the sales process in one dedicated feedback session.

There may be anywhere from three or four, to a dozen stages, depending on your company size, structure and requirements.

Consider using role-plays so these stages of the sales process can be workshopped and practiced.

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5 Document

You may wish to record your sales process sessions, for the purposes of reflection and consolidation.

These sessions should then form the basis of your 'sales playbook'.

Your 'sales playbook' can then act as your manual to guide your sales process.

This 'sales playbook' can be used for sales inductions, for regular reference and continued learning.

6 Expand into key topics

Once you have defined your sales process, further topics for sales team meetings could include:

- **Metrics**

What numbers do your team need to know?

What are their targets?

What do they need to be able to calculate for themselves?

How should they best move from sales stage to sales stage?

What is going to ensure they are best placed to hit, or exceed their desired figures?

- **Call Planning**

Ask your salespeople how they plan their calls?

Workshop ideas to improve call planning.

- **Address Common challenges**

Discuss potential stumbling blocks that could get in the way of a smooth sales process.

For example, you might want to discuss, "What's the best way to deal with being told, 'I just want a price'?"



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7 Put it all into play

Sales meetings lead to better sales results when they are focused on helping salespeople sell more.

Discussing pipelines, forecasts and products in isolation won't necessarily lead to better results.

Pipelines, forecasting and deal detail, do have a place, these should be part of one-on-one sessions.

Introduce your new sales team meeting format by changing the name of the meeting so the team knows to expect something different. This alone can be a powerful way to excite your salespeople.

The strategies presented in this guide have been hard learnt over many years of running – and motivating – high-performing sales teams. Get to work and watch these strategies work for you.