



## LEADING SALES MEETINGS

### Learning Objectives

This hands-on six hour program is designed to provide participants with the mindset, skills and tools to lead and participate in more effective sales meetings.

By the end of this workshop participants will be able to:

- Understand the manager's role in sales meetings
- Identify the key leading and lagging indicators of success and how and when to leverage
- Articulate how to best engage their sales team
- Create ownership and accountability within individual team members
- Immediately run more productive one-on-one and team meetings
- Continually improve their sales meetings

## PROGRAM FLOW

### KEY CONTENT AREAS

#### Welcome

- Introduction, Learning Objectives
- Cost of Meetings
- Why Meet?
- Begin with the End in Mind

#### Managing What Matters

- Leading Indicators
- Communication
- Creating Buy-In
- Leveraging Intrinsic Motivation

#### One-on-One Meetings

- Owners vs. Renters
- Monkey Management
- Number Review
- Development Conversations
- Use of a Sandbox Discussion

#### Team Meetings

- Bring and Brag Mentality
- Managing Guest Speakers
- Creating Equal Onus
- Engagement Scenarios
- Actions and Decisions
- Number of Requirements

#### Continual Improvement

- Fist of Five
- Plus/Delta

#### Workshop Close