



OVERVIEW

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
- Developmental 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

- First of five
- Plus/Delta

Workshop Close