

Sales Meeting Agenda

Networking

Purpose: Stimulate ideas on how to increase the number of potential contacts and lead for future sales.

Preparation: No Preparation

MEETING AGENDA

- I. I. Tell the group the purpose of the meeting.
- II. II. Get the group to divide into small groups (3-4 in a group). Ask them to work on the following questions and be prepared to have one person present to the group:
 - a. What groups do you network with today (eg, AGC, ABC, NUCA,
 - b. church, charity organizations)?
 - c. What are some ways to identify target prospects in those groups?
 - d. How do we maximize our opportunities in these groups?
 - e. What are some networking techniques we can use to increase our connectivity in these groups? Have these ideas in your pocket if they can't think of examples:
 - i. Get on committees.
 - ii. Make contributions of time and effort to results of the
 - iii. organization.
 - iv. Volunteer on committees that get you in front of a lot of
 - v. prospects for you (membership committee).
 - vi. Stand near the door at events to see more people and introduce yourself.
 - vii. Have a plan of who you want to see before you get to events.
 - f. What new groups could we join that would increase our sales opportunities this coming year?
- III. Have each group present their answers.
- IV. IV. Ask each person to tell one thing they can do to improve their networking.