

Sales Meeting Agenda

Working on Sales Skills

Purpose: Identify the sales skills that need to be improved and put a plan in place to improve.

Preparation: None

MEETING AGENDA

- I. Tell the group the purpose of the meeting.
- II. Put the following items up on a white board or flip chart.
 - a. Listening skills
 - b. Presentation Skills
 - c. Handling objections
 - d. Asking good questions that challenge the buyer
 - e. Challenging the buyer through education
 - f. Identifying buying signs
 - g. Identifying critical buyer needs
 - h. Understanding the business drivers impacted by your products with the buyer.
 - i. Articulating the value of your products and services
 - j. Describing your services
 - k. Giving succinct introduction messages to get initial opportunities
 - l. Quality follow up systems with prospects through the sale
 - m. Telling your company story
 - n. Closing skills and asking for the business
 - o. Handling broker of record opportunities effectively
 - p. Pre-qualifying and super qualifying during the sales process
 - q. Getting to the right buyer
 - r. Selling and talking about solutions at the right time (not too early)
 - s. Talking just the right amount vs listening
 - t. Matching solutions to problems
 - u. Getting through the gatekeeper
 - v. Negotiation skills
- III. Ask the Producers to pick the top 5 areas where they have strengths.
- IV. Ask the Producers to pick the bottom 5 areas where they need improvement.
- V. Have the Producers work in groups of 2s or 3s to advice each other on how they can improve those skills.
- VI. Get a commitment from each Producer on what they are going to do to improve their weaknesses and maximize their strengths. They may also use each other if those with the weaknesses lean on those with the strengths.