1. SALES MEETINGS

[Today’s Date]

2. BETTER SALES MEETINGS

Our company should have a sales meeting every morning before we start the day.

Often, sales meetings have been repetitious and boring, which was reflected in the attitudes of our sales force.

If our sales meetings are enthusiastic and uplifting, our salespeople will carry that same attitude with them when they talk to prospective clients.

We cannot afford to have salespeople who are unmotivated.

3. WHAT SHOULD BE INCLUDED?

An objective that summarizes the challenge.

A mini-lecture that provides a reference and an introduction to the exercise.

4. REDEFINING SALES

Provide different ideas and approaches that will differentiate us from our competition and help us create value for our clients.

Minimize the stress felt by the salesperson and also reduce the pressure felt by the client leading to more profitable business relationships.

5. MOTIVATION

Motivation is a big part of sales. Salespeople need a strategy that they believe in, the tools to carry it out, and the tactical training to apply those tools.

6. OUTCOMES

While being entertained, our sales force will be well educated on company goals, policy, plans, and sales techniques.

They will be fired-up and actively involved.