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Meeting To Win, LLC
Meeting Series: *Selling in an Unpredictable Economy*
Four 60-Minute Meeting Agendas
For your Monday Morning Sales Team Calls

**Compete and Win in a Challenging Economy
With Meeting to Win**

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powerful
sales team meeting agendas
for sales managers



Meeting to Win, LLC
Sales Team Meeting Agendas
4-Pack Meeting Series

Selling in a Challenging Economy
Agendas 1-4

Sales Manager Instructions:

1. For each meeting, assign participants to lead parts of the meeting. Where you see a blank line after a role (example: Timekeeper: _____), assign a participant to that role.
2. After assigning participants to open roles, send the agenda out at least 3 business days in advance. If you use Outlook, cut and paste or attach this agenda to a Meeting Request to invite your team to the meeting. Alert them to read the agenda in advance.





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Sales Team Meeting Agenda

Selling in a Challenging Economy, Part 1 of 4

(60 minutes)

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PREWORK ALERT:

1. Read through AGENDA to prepare for each topic and learn your role in the meeting.

Meeting to Win Sales Team Meeting Agenda

Timekeeper: _____

Scribe: _____

Welcome

Duration: 5 Minutes

Topic Leader: Sales Manager

- Welcome
- Review Agenda and Meeting Roles (Timekeeper, etc)
- Celebrate Successes

The “War Room”

Duration: 10 Minutes

Topic Leader: _____

- Each participant should share what changes you have seen during this changing economy. Please share specific examples. (Examples: longer sales cycles, more decision makers, more price objections, contacts getting laid off, etc).
- As a team, create a complete list of observations. Scribe should capture this list for use later.

Agenda Series Topic: Selling in a Challenging Economy: Customers’ Changing Needs

Duration: 25 Minutes

Topic Leader: Sales Manager

- As a team, list the customer needs your products and services have met over the past two years. (Examples: meet the demands of growth, expand faster, etc)
- In this more unpredictable economy, what customer needs could your products and services meet? (Example: Cost savings, more efficiencies, etc)
- Based on the above, what is different this year than the last 1-2 years?
- Based on this information, what should you be doing differently?

Field Work Planning & Assignment: Customer Interviews

Duration: 15 Minutes

Topic Leader: _____

During an unpredictable economy, it is important to proactively look for ways to help your customers. As a team, create a plan to “interview” your current customers over the course of the next 4 weeks. Scribe can capture plan.

Your plan should include:



- A list of customers to be “interviewed”. (Example: Each participant should pick their own customers to interview to create a collective list for the team.) This “interview” doesn’t have to be a formal meeting. It can be one or two questions during meetings you already have scheduled, or a quick customer-service phone call, etc.
- A list of questions to ask during the “interview” to learn how their needs are changing in this current business climate.
- A schedule to accomplish these “interviews”. (Example: Goal of 3 per week.)

Each week during this meeting series, each participant will have a chance to share the results of their interviews.

Team/Company News

Duration: 5 Minutes

Topic Leader: Sales Manager

(Sales Manager can share current company info at this time.)

- Please share company performance information.
- Other team/company/industry topics.

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Meeting to Win
Sales Team Meeting Agenda
Selling in a Challenging Economy, Part 2 of 4
(60 minutes)

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PREWORK ALERT:

1. Read through AGENDA to prepare for each topic and learn your role in the meeting.

Meeting to Win Sales Team Meeting Agenda

Timekeeper: _____

Scribe: _____

Welcome

Duration: 5 Minutes

Topic Leader: Sales Manager

- Welcome
- Review Agenda and Meeting Roles (Timekeeper, etc)
- Celebrate Successes

Field Work Progress Report:

Duration: 10 Minutes

Topic Leader: _____

- Each participant should update the team on their interviews since last meeting's Field Work discussion.
 - Who did they interview?
 - What did they learn?

Current Events

Duration: 10 Minutes

Topic Leader: _____ (Topic Leader should bring a recent news story about the economy.)

- Topic Leader should choose and share current news/events that could impact your business.
- As a team, determine how this news is impacting or could impact your business or your customers' business.

Agenda Series Topic: Selling in a Challenging Economy: Focus on your customers' needs NOW

Duration: 25 Minutes

Topic Leader: _____

You are currently interviewing your customers to find out what their needs are now. Now is not the time to approach customers with the same old product and service pitches.

- As a team, think about what your customers are telling you they need now. How do your products and services meet those NEW needs?
- As a team, how can you position your products/services to address their new needs?
 - What will need to change about your current approach?
 - How has your "value proposition" changed?



- You've opened the conversation with a few customers during your "interviews". How can you now request a meeting to learn more and discuss ideas for helping them meet their changing goals?

Team/Company News

Duration: 10 Minutes

Topic Leader: Sales Manager

(Sales Manager can share current company info at this time.)

- Continue with Field Work Assignment – Customer "Interviews"
- Please share company performance information.
- Other team/company/industry topics.

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Sales Team Meeting Agenda *Selling in a Challenging Economy, Part 3 of 4* (60 minutes)

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PREWORK ALERT:

1. Read through AGENDA to prepare for each topic and learn your role in the meeting.
2. Have your pipeline and prospect list handy.

Meeting to Win Sales Team Meeting Agenda

Timekeeper: _____

Scribe: _____

Welcome

Duration: 5 Minutes

Topic Leader: Sales Manager

- Welcome
- Review Agenda and Meeting Roles (Timekeeper, etc)
- Celebrate Successes

Field Work Progress Report

Duration: 10 Minutes

Topic Leader: _____

- Each participant should update the team on their interviews since last meeting's Field Work discussion.
 - Who did they interview?
 - What did they learn?

Customer Spotlight

Duration: 10 Minutes

Topic Leader: _____ (Topic Leader, be prepared to give an overview of a customer who finds your products/services valuable and helpful in this unpredictable economy.)

- Topic Leader should give an overview of a customer who finds your products/services valuable and helpful in this unpredictable economy.

Spotlight topic ideas:

 - What are they buying?
 - Why? What business needs does their purchase meet?
 - What results are they seeing from this investment?
 - How is their business changing during unpredictable economy?
 - What are their plans for the future?
 - How are they weathering the economic storm?
 - Etc.
- Q&A

Agenda Series Topic: Selling in a Challenging Economy: *Your Ideal Customer Profile NOW*



Duration: 25 Minutes

Topic Leader: Sales Manager

You are determining what business needs your product/services can meet in this unpredictable economy.

Does that change your ideal customer profile?

- As a team, determine what has been your ideal customer profile? (Certain business needs, industry, size, etc)
- As a team, determine how or if that has changed?
- Each participant should look at their pipeline and prospect list. Each participant, share an assessment of your pipeline and prospect list based on this discussion. Are you pursuing “ideal customers”? Are there any opportunities or prospects you should stop pursuing? Are there more suitable prospects or opportunities to pursue now?

Team/Company News

Duration: 10 Minutes

Topic Leader: Sales Manager

(Sales Manager can share current company info at this time.)

- Continue with Field Work Assignment – Customer “Interviews”
- Please share company performance information.
- Other team/company/industry topics.

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Sales Team Meeting Agenda

Selling in a Challenging Economy, Part 4 of 4
(60 minutes)

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PREWORK ALERT:

1. Read through AGENDA to prepare for each topic and learn your role in the meeting.

Meeting to Win Sales Team Meeting Agenda

Timekeeper: _____

Scribe: _____

Welcome

Duration: 5 Minutes

Topic Leader: Sales Manager

- Welcome
- Review Agenda and Meeting Roles (Timekeeper, etc)
- Celebrate Successes

Field Work Progress Report

Duration: 10 Minutes

Topic Leader: _____

- Each participant should update the team on their interviews since last meeting's Field Work discussion.
 - Who did they interview?
 - What did they learn?

Best Practice Showcase

Duration: 10 Minutes

Topic Leader: _____ (Topic Leader should be someone who can share a best practice they've used during the current challenging selling environment.)

- Topic Leader should share a useful best practice they've used during this challenging economic climate.

Agenda Series Topic: Selling in a Challenging Economy: Now What?

Duration: 25 Minutes

Topic Leader: Sales Manager

As Sales Professionals, you still need to grow your business. The ideal customer profile may have changed, the problems you solve may have changed, the decision makers may have changed and so on. In light of all these changes,

- As a team, determine where you will find growth opportunities in your territories and accounts.
 - New accounts? Existing accounts? (Remember, it is typically easier, more efficient and less expensive to expand within current clients than to win new ones.)
- What tools and resources exist to help you find and develop these opportunities?



- What do you need to be doing differently to get different results in this challenging economy?
Revisit your sales activity and analyze what is still working, what is not and what you should try.
Create a list as a team.

Rapid Report Out

Duration: 10 Minutes

Topic Leader: _____

- Each participant should share in 1 minute or less what, if anything, you will do differently moving forward based on this meeting series, *Selling in a Challenging Economy*. Be specific and include timelines.

Team/Company News

Duration: 10 Minutes

Topic Leader: Sales Manager

(Sales Manager can share current company info at this time.)

- Continue with Field Work Assignment – Customer “Interviews”
- Please share company performance information.
- Other team/company/industry topics.

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