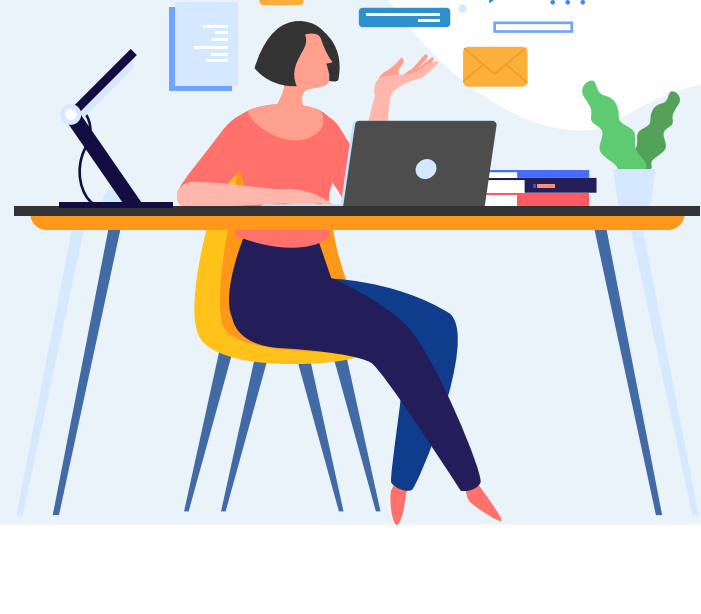


# WHAT TO DO BEFORE A SALES MEETING?

## BEFORE MEETING



### Send an email for confirmation of the meeting

Send a reminder email ONE DAY before you set out for your meeting.

### Set an Agenda

Keep the meeting organized by setting an agenda.



### Research the company

Collect background information about the company, what they do, areas they are expanding, their requirements, etc.



### Anticipate Questions

Prepare for any questions you think can arise in the meeting.



## DURING THE MEETING

### Practice the Purpose, Benefit, and Check

At the beginning of the meeting, state its purpose, the benefit(s) that everyone in the room are hoping to receive, and check to see if the group are in agreement. If you are all agreed, then proceed through the agenda.



### Ask Questions

Have previously prepared at least 10 relevant questions to ask the potential client, listen attentively to their responses, and take notes of these.



### On point

People get bored with lengthy sales pitches. Keep your presentation crisp and on point.



### Give Goodies

Goodies, snacks, and drinks always go a long way for engaging people and putting them in a good mood. It also helps to build a more positive attitude towards you and the meetings you hold.



### Use Visuals

A visual always goes a long way towards engaging people and conveying your point. Videos and pictures help, as do PowerPoint presentation slides.



### Respond to questions

Respond professionally and concisely to any questions that arise in the meeting.



### Allow Time for Feedback

You should always budget some time for discussion and feedback. This helps make sure everyone can share valuable input without anyone going over the time limit. They should have time to discuss success stories, ask questions, and give their opinions.



## AFTER THE MEETING

### Follow-Up

Always follow-up with your attendees after the meeting. This helps you to make sure that you discussed, gives them a further opportunity to ask you questions or receive feedback, and instills accountability.

