

# Managing Sales Meetings



**‘Stimulate, Motivate & Educate’ – Your Sales Managers Will Learn How to Plan, Implement and Follow Up Sales Meetings To Improve Performance and Motivate People**

## Interactive Bite Size Coaching Pack with Simulation

### Description

**‘Stimulate, motivate and educate’ – three things that every sales meeting should do. However the reality is that sales people will often say sales meetings waste valuable sales time.**

**Why? Because the leader got it wrong!**

Full of practical ideas and integrating simulation, **‘Managing Sales Meetings’**:

- Shows sales leaders the key steps of planning a motivational sales meeting.
- Why the venue can make, or break, a sales meeting.
- How to create an agenda that combines the practicalities of business with activities that will stimulate, motivate and educate the team to perform.
- The vital role a sales meeting plays in planning and implementing field sales strategy that delivers.
- Why a guest speaker can add value and how to find them at no cost.

Done well the sales meeting is something the team looks forward to, participates in and takes real value from. A programme that gives leaders powerful ideas to create motivational events that impact on performance!

### Simulation Content

Leading a sales team, participants are challenged to plan how sales meetings are used as part of the leader’s strategy, plan a meeting and create a ‘motivational’ agenda in the **‘Managing Sales Meetings’** simulation.

Participants are faced with key decisions that, handled well, will produce a great event – done badly will de-motivate the team! The simulation measures key activities in planning and implementing a sales meeting, combined with detailed feedback on each decision. Your sales meetings may never be the same again!

### What You Will Receive

The easy to use **‘Managing Sales Meetings’** Bite Size Coaching Pack comes complete with professionally prepared materials that include:

- Managing Sales Meetings business simulation
- PowerPoint slides
- Coaching guide
- Coach’s notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials **which you can print from the disc as often as you wish.**

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## How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

Stage	Activity	Outcomes
<b>Coaching</b> <b>Time: 45-60 Minutes</b>	The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
<b>Simulation</b> <b>Time: 30 minutes</b>	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
<b>Feedback</b> <b>Time: 30 minutes</b>	Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

**Group Size** - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

**Individual Coaching** – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

### Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.