



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Communication—**  
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.
- **Leadership—**  
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

#### RELATED COMPETENCY CATEGORIES:

- **Attitude—**  
Maintains a friendly, positive, and enthusiastic outlook.
- **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.
- **Human Resource Management—**  
Manages process for aligning human capital with organizational goals.
- **Accountability—**  
Demonstrates personal responsibility. Holds self and others accountable for outcomes that are in alignment with the direction of the organization.

# Sales Meetings

## SUMMARY

Salespeople often look on sales meetings as an interruption rather than adding value to their time. Agenda items for high performing sales meetings include inspiration, goal reporting, customer success stories, skill training, recognition, and commitment to new targets.

## CONTEXT

As Sales Leaders in your organization, planning and conducting sales meetings can be one of the best uses of your time. Well-run sales meetings keep your sales teams focused and motivated. A relevant, well-planned sales meeting has the potential of being some of the most productive time in the sales week and an event that all of the team wants to attend every time.

In this module, you will be able to look at a sure-fire template for getting increased performance from your sales meetings. You will plan and prepare for a participatory and valuable sales meeting that you can use immediately.

---

### At the completion of this module, participants will be able to:

- Make all meetings more productive
- Use sales meetings to keep your salespeople moving towards goals and staying motivated
- Plan and execute high performance sales meetings

*"I don't think anybody is cut out to be a salesperson or anything else. I think we've got to cut ourselves out to be whatever we want to be."*  
—Frank Bettger