Sales Meeting in a Box

Overview

Business bankers can say "good bye" to boring, redundant sales meetings with Sales Meeting in a Box—a fun, creative way for sales managers to motivate their teams and increase sales results.

PROGRAM PURPOSES:

Sales Managers Prepare For and Conduct Sales Meetings that Will Help Business Bankers Generate More Profitable Relationships, Faster

Developing creative, new ideas for sales meetings can be a daunting challenge. Even the most inspiring business banking sales managers know that putting together a fun and successful sales meeting that engages sales staff week after week, month after month is no easy task. **Sales Meeting in a Box** is the alternative to the same old boring sales meeting.

The creative, engaging, and effective **Sales Meeting in a Box** programs are designed to be delivered by sales managers to their teams. Each short (30-60 minute) session leverages one of Clarity's *Weekly Sales Thoughts* and provides:

- Immediate and sustained interest for the participants.
- Valuable coaching content for sales managers as they strive to improve their sales people's skills—and results.

Sales Meeting in a Box Topic Areas

The **Sales Meeting in a Box** programs are grouped into five broad topic areas:

- Prospecting
- Questioning
- Objection Handling and Negotiations
- Value
- Customer Retention

Clarity Advantage Corporation is a sales acceleration consulting firm. We help companies accelerate sales by focusing value propositions, improving sales processes, and boosting sales manager effectiveness.

PROSPECTING

The prospecting **Sales Meeting in a Box** programs focus on:

- Exercising relationships to provide referrals to targeted contacts.
- Collecting gold nuggets of information on the way to creating an initial reason to meet with a contact.
- Challenging participants to envision the final form of the business relationship they seek as they develop their prospecting strategy

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

© 2014 Clarity Advantage Corporation. All rights reserved.
Proprietary and confidential.

QUESTIONING

The questioning **Sales Meeting in a Box** programs focus on:

- Asking business questions and uncovering value (So What?) to advance sales conversations.
- Developing business questions to the answers provided across topics such as Increasing Revenue, Profitability, and Managing Assets.
- Reminding participants that businesses are still owned and run by people.

OBJECTION HANDLING AND NEGOTIATIONS

The objection handling and negotiations **Sales Meeting in a Box** programs focus on:

- Anticipating objections and collaborating for mutually beneficial results.
- Developing five responses to common objections.

VALUE

Value Labs I, II, and III build around a strong case study that develops throughout each lab as participants:

- Find the value of their proposed solution (Lead with Ideas)
- Measure the value by creating a business case (Who Cares?)
- Express the value in a compelling executive proposal (So What?)

CUSTOMER RETENTION

The customer retention **Sales Meeting in a Box** program focuses on:

- Techniques required to retain customers—personal engagement, interactivity, and variation of approach.
- Identifying some of the personal and business attributes of their customers.

Delivery

Each **Sales Meeting in a Box** program is designed for delivery in both face-to-face and webinar formats. While some programs do include physical props that supplement the learning, those programs' effectiveness does not depend wholly on them and in most cases, these props can be mailed as attachments and printed locally to support remotely-situated sales people.

The programs are run from a set of Leader's Notes, organized to help sales managers prepare for and run their meeting productively. The Leader's Notes are a script for sales managers to follow as they run the meetings. The notes organize the meeting into sections with estimated time durations, such as:

- Welcome (5 Minutes)
- Position Weekly Sales Thought (10 Minutes)
- Run Exercise (10 - 30 Minutes)
- Wrap Up (5 Minutes)

© 2014 Clarity Advantage Corporation. All rights reserved.
Proprietary and confidential.