

## Sales Meetings – The Need For A Better Solution

|                                           |                                                                                                                                                              |                                                                                                                                                                                                                                                          |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Low value in sales meetings</b>        | Sales meetings are no different to client meetings – if they don't add value to your salespeople they will be resented.                                      | <input checked="" type="checkbox"/> <b>High impact sales sessions</b><br>Our sessions enable your sales leaders to deliver sales meetings that improve skills, motivate customer focused action and coach successful sales habits                        |
| <b>Opportunity Cost</b>                   | How much per hour are your salespeople worth? How long is your sales meeting taking them out of the field? Are you convinced you're getting value for money? | <input checked="" type="checkbox"/> <b>High ROE interactions</b><br>Every activity and strategy is specifically designed to provide the greatest amount of impact in the shortest period of time. We guarantee ROI beyond the cost of the program.       |
| <b>Lacking variety</b>                    | Same time, same boring meeting is not going to inspire your people to change their behaviour!                                                                | <input checked="" type="checkbox"/> <b>Entertainment value</b><br>We provide an experience beyond just skill development. Sessions are enjoyable, engaging and cover a wide variety of sales topics to keep things fresh. Sales is meant to be fun!      |
| <b>Stealing momentum</b>                  | Monday morning sales meetings are rarely inspirational events that catapult salespeople into the week. Failing to motivate steals momentum.                  | <input checked="" type="checkbox"/> <b>Inspired sales action</b><br>By providing clear direction and a variety of strategies, your people will come away from and a set of tools that enable and inspire action.                                         |
| <b>Confusing priorities</b>               | Failing to respect your sales team's time implies internal priorities are more important than client priorities. Is this a message you want to send?         | <input checked="" type="checkbox"/> <b>Clients and sales first</b><br>Concise, high impact training sessions allow your leaders to deliver meaningful sales meetings. The video sessions can be done before meetings and outside of selling hours.       |
| <b>Diminishing Leadership Credibility</b> | Delivering a great result every week takes time and expertise. Is pushing this responsibility down to sales managers unrealistic and unfair?                 | <input checked="" type="checkbox"/> <b>Empowering sales leadership</b><br>Concise, high impact training sessions allow your leaders to deliver meaningful sales meetings. The video sessions can be done before meetings and outside of selling hours.   |
| <b>Damaging sales culture</b>             | Your sales meetings are one of the strongest symbols of your sales culture. What does yours tell your people?                                                | <input checked="" type="checkbox"/> <b>Building true sales culture</b><br>Every week your people need to be reminded that you're committed to sales excellence, their development and providing your customers and prospects with an amazing experience. |