# GREAT SALES MEETINGS

by Michael Sheargold

Your team's sales meetings needs to be a time where there is an ownership and accountability around projects and actions, as well as being a key connected moment for all your team members.

So, how do you have your team take grater ownership and accountabilty for their results?

**1. This is a question for you as a Leader:**

*"When you were in sales, what is it that made a GREAT sales meeting?"*

**2. This is a question to ask your team:**

*"What are 3 things we could do to improve our sales meetings?"*

Below the line is when we're in "Blame Excuse and Deny". It's about playing the victim, making excuses and justifying why we're not actually making it happen.

I could go to every single market in Australia and New Zealand, and I could show you businesses that are doing it tough at the moment and I can show you in that exact same marketplace, agents and agencies that are achieving growth, record months and really making it happen.

You want your team to be operating above the line, where they have Ownership, they are Accountable and they are Responsible. It's no longer about them being a victim, it's all about your team setpping into being the Leader in their career and realising that they have choices they have to make, and that's the thing that can enhance their perfomance – and your agency's performance.

LEADER

OWNERSHIP

ACCOUNTABLE

RESPONSIBLE

CHOICES

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VICTIM

BLAME

EXCUSE

DENY

JUSTIFY

# SIX MUSTS OF MOTIVATION

**1. Certainty**
There needs to be certainty around the Sales Meeting: when it starts, what's involved, the ramifications for being late, the standard of what's expected of them.

**2. Variety**
There are consistent things that need to happen in the Sales Meeting each week. To keep it interesting, you need to add something different in the meeting that creates surprise and some excitement around the Sales Meeting (a webinar, a video, etc)

**3. Recognition**
Team Members let you know key pieces of info to get recognition, and most leaders can seriously upgrade the recognition they give their team (remembering that the recognition should be unpredictable, sincere and specific).

**4. Belonging**
Please recognise the indiviuality of each team member. Once an individual has a a sense of belonging and is becoming connected to the team, the business and to you, feeling as though they are part of something bigger, the more engaged they are. Look at what the team is achieving – goals that have been reached, community events etc.

**5. Growth**
This is specifically personal growth – how am I learning, how am I contributing?

**6. Contribution**
Having each team member giving back to the team, to the agency, to the community – and making a difference in some way.

# SALES MEETING MUSTS

### THE PACE

Most sales meetings are too slow, they fall out of relevance an the team becomes disgaged. Having a rhythm and relevance at the same pace creates a better sales meeting pace.

### ENERGY

You need to create a 'showtime' for your team. Convince the team what's possible in your market place – have high energy and positive energy at all your sales meetings.

### CAN DO

All sales meetings must be "Can Do!" So make sure you eliminate "NO" from your sales meetings.

### HUMOUR

A 30 second funny video, a funny story, something to lighten the mood for everyone in the meeting.

### DIALOGUE STRATEGY

"Let's take that off line", this is for one-on-one coaching to one particular team member. Instead, use the dialogue "let's take that off-line" and meet with them later in the day or after the meeting to go through it in more detail. Keeps the meeting fast and relevant to all the team. Please note – you need to commit to this off-line meeting!

Here's a quick strategy - try putting some motivational music on as everyone is walking into the meeting room to warm up and engage the team before the meeting. If you do not have any music, the team can walk into a 'cold energy room'. Another idea is to have your team choose the song one by one for them to share and have a contribution to the meeting.

# GREAT SALES MEETING AGENDA

**Wins**
If you ask the team “do you have any wins to share?” you’ll find that most people, in a group situation, will not raise their voice. What you can do instead is say “Get together in teams of two and share your highlights or wins for the week”. Then you can go around the room and share the wins with the whole group.

**Learning up front**
This could be a 5 minute video, a 10-20 minute discussion around a certain point or strategy, something that will add learning value to the meeting, and help your team with any objections they’ve been facing. Listen to the current tone of the team, if they’re struggling with negotiation, focus the learning on how to best to negotiate (and include role play!)

**Review**
Review the week that was. What has the team listed, what price alignments have occurred, what has sold. “What has the team listed? What price alignments have occurred? What has sold? What are you doing with the current stock? This is a review of all team actions.

**Preview**
Look at the week ahead.  “What is being sold? What is being listed? What meetings are happening? What are the top 10 most saleable pieces of stock? What are the ten least saleable properties? What needs to change to get them over the line?

**General**
General business information for the team for the week ahead. Maybe a review of any events, client nights, agency marketing that’s going out, etc.

**Next steps**
What conversations/meetings need to be taken “off line”.

Remember to always say

“THANK YOU”

to your team for helping to create an amazing Sales Meeting for the week.