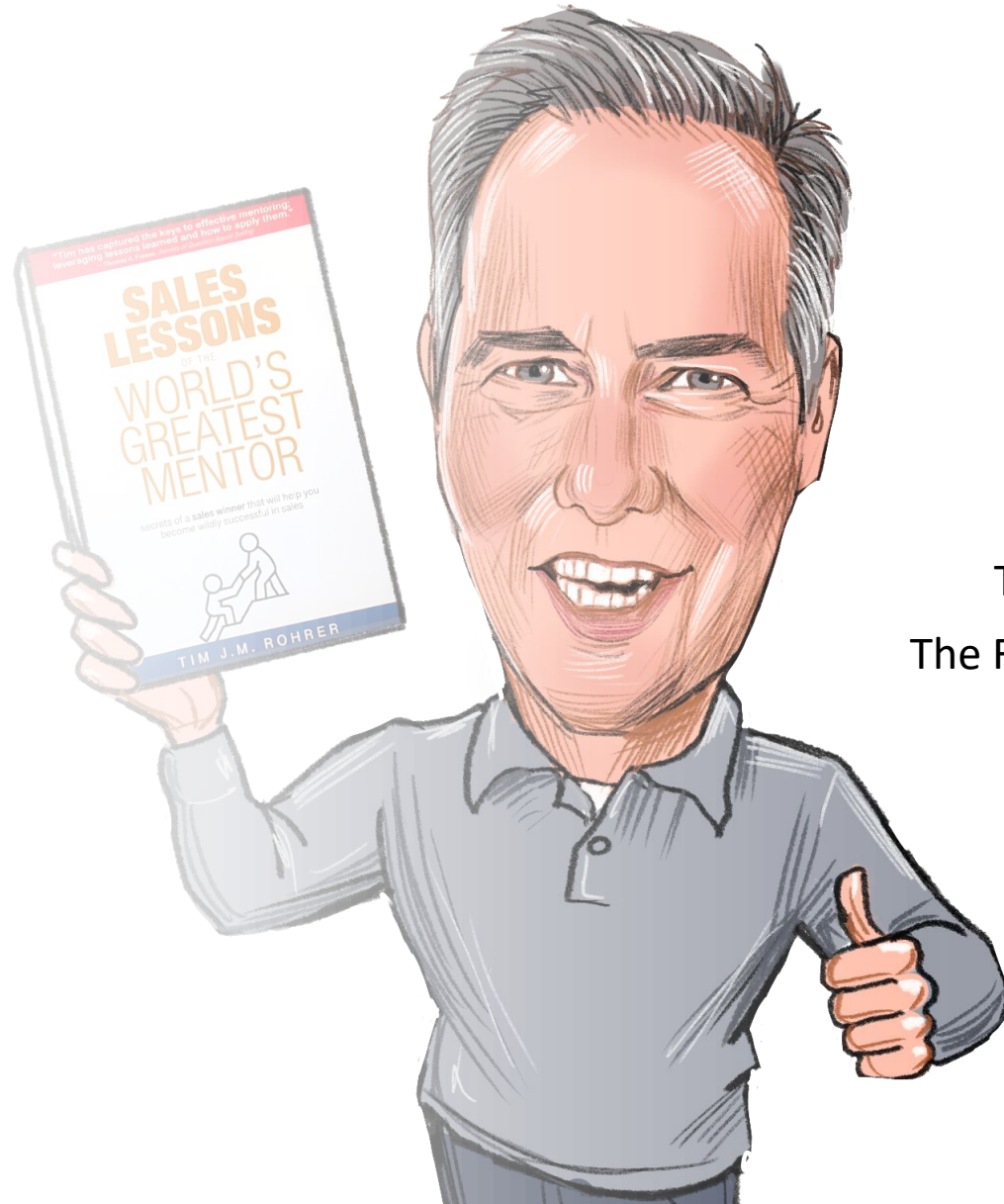


# Elements of a Successful Sales Meeting

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Stop being boring and start getting  
the team engaged!



Tim J.M. Rohrer  
The Five-Minute Mentor



# Sales Meetings Fail for Two Reasons

- They are boring
  - Monotonous, dull, tedious
  - Lacking engagement
  - Too long



# Sales Meetings Fail for Two Reasons

- They are boring
  - Monotonous, dull, tedious
  - Lacking engagement
  - Too long
- The information is not relevant
  - Not group focused
  - Not useful



Fix #1

## Engagement

- Play music





Fix #1

## Engagement

- Play music
- Create fun elements
  - Trivia contest
  - Karaoke sing-off
  - Which is your favorite M&M flavor
  - Baby picture contest



Fix #1

## Engagement

- Play music
- Create fun elements
  - Trivia contest
  - Karaoke sing-off
  - Which is your favorite M&M flavor
  - Baby picture contest
- Have food and drink



Fix #1

## Engagement

- Play music
- Create fun elements
  - Trivia contest
  - Karaoke sing-off
  - Which is your favorite M&M flavor
  - Baby picture contest
- Have food and drink
- Include many voices

# Fix #2

## Relevancy

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- Make it about the group
  - Not one individual at a time





# Fix #2

## Relevancy

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- Make it about the group
  - Not one individual at a time
- Should this segment be part of the meeting?
  - Will there be a group discussion?
  - Does this help people do their job better?



# Bonus Fix

## Many Voices

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- Studies have proven that people think the meeting was good if they were given a chance to speak. Assign these updates:



# Bonus Fix

## Many Voices

---

- Studies have proven that people think the meeting was good if they were given a chance to speak. Assign these updates:
  - Competitive analysis



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## Many Voices

---

- Studies have proven that people think the meeting was good if they were given a chance to speak. Assign these updates:
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  - Best practices



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  - Competitive analysis
  - Best practices
  - Marketing updates



# Bonus Fix

## Many Voices

---

- Studies have proven that people think the meeting was good if they were given a chance to speak. Assign these updates:
  - Competitive analysis
  - Best practices
  - Marketing updates
  - Teachable moments
    - Wins
    - Losses
    - Funny stories



# Want More? Have Questions?

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- Get more insight and real-world examples for managing and motivating your sales team in my book: **Sales Lessons of the World's Greatest Mentor.**

- On sale at Amazon:

- <https://tinyurl.com/2p8h9kb3>

- Write to me: [tim@timjmrohrer.com](mailto:tim@timjmrohrer.com)

- Let's connect on LinkedIn:

- <https://www.linkedin.com/in/timjmrohrer/>



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