

10 Ways to Make Your Sales Meetings Better!

1. Reward good performance frequently. Utilize certificates, plaques, and trophies to create a culture that applauds improvement and achievement.
2. Offer monetary incentives for participations in meetings. “I will be buying lunch today for the person the team thinks has the best new “idea.”
3. Read off the top performers in the key performance categories often. The more names you can mention the better!
4. Ask, “Did anyone recently sell a customer after they said they had to go home and think about it?” If so, how did you close them?
5. Have the best salesperson in a given category, such as mattresses, give a full presentation to the whole team. Then ask them, “What did you learn?”
6. Ask the whole sales team who the specific individuals should be for specific T.O.’s; such as for mattresses, “closing,” and “decorating” insights.
7. Explain to the sales team, “We need to keep getting better.” Then ask, “So what should our sales training focus on next?”
8. Ask, “What can we do collectively to improve our sales by 20%?”
9. Make a point of asking every meeting, “Did someone sell a mattress recently to a customer who didn’t come in looking for one?” How?
10. Create a selling mindset for the day by asking stimulating “selling types of questions.” Such as, “Can you come up with 5 good uses for a night stand? How about an ottoman; a dining chair; a dining bench; or a sleeper?”

Meetings afford the best opportunities to promote and foster a culture of achievement, recognition, and a “team” spirit, as well as a sales mindset!

Happy Selling!
Scott