

Southern Building Material Association, Inc.

SBMA's Meeting to Win Building Material Sales Team Meeting Agenda

Summer of Experts: *Make the Most of Sales Meetings*

Expert: S. Anthony Iannarino

Dear Building Material Sales Leaders,

We are in our summer series, **Summer of Experts**. We are highlighting popular articles from the top sales consultants and helping your team apply the lessons to your business. Simply follow the agendas to enjoy a summer of lessons from the experts.

This week's expert is one of our favorites, S. Anthony Iannarino, and the topic is ***How to Make the Most of Sales Meetings***. **Article is below.**

S. Anthony Iannarino: *Sales meetings, despite their sometimes less-than-flattering reputations, are necessary to effectively running a sales organization. Are we sometimes guilty of holding too many meetings? Yes, we are. Are we equally guilty of the occasional meeting with no disciplined agenda? Yes, sometimes they are a complete and total waste of your time.*

But they don't have to be a waste of time.... Read the Rest

Enjoy the work.

Thank you,

LARS

Pre-Work Alert:

1. Read through AGENDA to prepare for each topic and learn your role in the meeting.
2. Please read the article How to Make the Most of Sales Meetings by S. Anthony Iannarino. **See article below.** (Link to Article: <http://thesalesblog.com/2011/06/how-to-make-the-most-of-sales-meetings/>)

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AGENDA

Meeting Success Team Members:

Timekeeper: _____ (Should be a different person each week.)

Scribe: _____ (Should be a different person each week.)

Welcome/Set up for Success

Duration: 20 Minutes

Meeting Success Team - Topic Leader: _____

Objective: Organize and start meeting.

- Welcome
- Review Agenda and Meeting Success Team assignments
- Today's topic is Sales Team Meetings and how to make the most of them. As a team, make a list of meeting attributes that make any meeting (team meeting, customer meeting, personal meeting, teacher meeting, etc) successful and a good use of time.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

- As a team, review this sales team meeting agenda and set a goal for this meeting.

Goal of Meeting:

Summer of Experts: How to Make the Most of Sales Meetings (See article below.)

Expert: S. Anthony Iannarino

Duration: 30 Minutes

Meeting Success Team - Topic Leader: _____

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Pre-Work Reminder: Please read the article [How to Make the Most of Sales Meetings](http://thesalesblog.com/2011/06/how-to-make-the-most-of-sales-meetings/) by [S. Anthony Iannarino](#).
(Link to Article: <http://thesalesblog.com/2011/06/how-to-make-the-most-of-sales-meetings/>)

Sales meetings, despite their sometimes less-than-flattering reputations, are necessary to effectively running a sales organization. Are we sometimes guilty of holding too many meetings? Yes, we are. Are we equally guilty of the occasional meeting with no disciplined agenda? Yes, sometimes they are a complete and total waste of your time.

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Each participant, share your thoughts about the article:

As a team, answer the questions listed in the "Questions" portion at the end of the article:

1. _____
2. _____
3. _____
4. _____

Each participant, please share how you individually can contribute to more productive sales team meetings in the future.

Each participant, please share what you gain from your team mates during sales team meetings. What is helpful?

What is not helpful?

As a team, what are 3 improvements your team can make to "make the most of sales meetings"?

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1. _____
2. _____
3. _____

Action Items/Team News

Duration: 10 Minutes

Meeting Success Team - Topic Leader: Sales Manager

Sales Manager - Share team/company/industry topics.

Action Items:

What is one action each participant will take after this meeting?

The team should decide if the meeting goal(s) was met? If so, great. If not, why? What should be done differently next time to make sure the meeting goal is met?

REINFORCE, ADVANCE & APPLY

Bring Sales Team Meeting Topics to Life in the Field

Sales Managers, use the following ideas to reinforce, advance and apply the lessons from today's sales team meeting.

1. Challenge your team to take ownership of their time during sales team meetings. It is their job to "make the most of sales meetings", also.
2. Ask team members to take leadership roles during team meetings.

FIELDWORK ASSIGNMENT

Applying your Sales Meeting Topics in the Field

The Field Work Assignment is optional homework. The objective is to apply and practice the lessons from your weekly sales team meeting.

Commit to making valuable contributions during sales meetings.

This week's expert's article

How to Make the Most of Sales Meetings

June 12, 2011 by S. Anthony Iannarino

Sales meetings, despite their sometimes less-than-flattering reputations, are necessary to effectively running a sales organization. Are we sometimes guilty of holding too many meetings? Yes, we are. Are we equally guilty of the occasional meeting with no disciplined agenda? Yes, sometimes they are a complete and total waste of your time.

But they don't have to be a waste of time.

You can bring your best and most effective self to the meeting and gain something and contribute something—if you go into it with the right mindset.

First, Empty Your Cup

You've been to weekly sales meetings. You are a veteran. You've seen it all, and you've heard it all before. You know everything you need to know, right?

There is an old story Bruce Lee used to tell about a university professor who is studying the idea of enlightenment. He climbs to the top of a high mountain to reach the Zen master to ask him about enlightenment. The Zen master offers to pour them both a cup of tea. As he is pouring the tea for his guest, the Zen master keeps right on pouring until the cup is overflowing. When the professor brings the overflowing cup to the Zen master's attention, the Zen master explains that no more tea will fit in the cup until it is first emptied.

Empty your cup. What could you learn if you really wanted to learn something useful?

What Questions Would Make This Useful?

Sometimes an issue comes up in meetings over and over again. The material needs reviewed, and it needs to be better implemented to get results. Instead of sitting passively, half-listening and half-somewhere else, think instead about the questions that need to be answered to bring life to the issue.

It's your sales meeting; make it your sales meeting.

Ask yourself: "What is interesting about this?" And, ask yourself: "Why is this topic important, and what should I really learn about it?"

What questions need to be addressed in order for you to benefit from discussing whatever is on your sales meeting agenda? Ask the questions that will help further your understanding or skills.

If you would pursue excellence, then you must be passionately engaged.

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What Can You Add to Benefit Others?

Your engagement benefits you tremendously. It increases your learning. Even when you are discussing something other than customers, you can gain something from your active participation.

Engagement is a sign of professionalism.

Some of your peers won't be engaged in the meeting or the topic, unless it is, say, compensation or something about which they can commiserate and complain.

Your engagement, your questions, your comments, your thoughts, and your experiences will also benefit others. It demonstrates your professionalism, and it demonstrates your leadership.

What New Insight or Action Now?

You will attend unmercifully long meetings that meander and leave you lost and foggy-headed. But your commitment to excellence requires that you find a way to gain something to make the meeting worth your time and effort.

You need to find one insight or one action that you can take away from the meeting that will benefit you in the future.

If nothing else, you will learn lessons on how—and how not to—run meetings. You will learn lessons on leadership and managing others. You will learn lessons on organizational development and the dangers of groupthink. You will observe all of the common ailments that plague salespeople, including poor beliefs, negativity, and cynicism.

You will surely observe and learn how difficult change is inside your own organization, and if you are thoughtful, you can extrapolate that learning to the same resistance in your client companies.

There may not be a damned thing you can do about the fact the meeting was poorly planned and poorly run. But you have complete and direct control as to what you take away from the meeting. Lessons are everywhere, all the time, for those who are willing to observe and learn from them.

Questions

Why are meetings an important part of running a sales organization?

What is your responsibility to the meeting as a participant?

What is your responsibility to yourself as a participant?

What can you learn about leadership from sales meetings?