Richard Gee

From: Profitable Teams Ltd [donald@profitableteams.com]
Sent: Monday, 23 June 2008 3:00 p.m.
To: jo@salesmarketing.org.nz
Subject: About Better Business from Profitable Teams Ltd!

Profitable Teams

Contacts:
Mob: 021 622 837
Tel: +64 9 622 0268
E-mail Profitable Teams

About Better Business **June 2008**

Dear Jo,

4 Golden Rules of a Sales Meeting

Gerald said he couldn't meet me at the usual time because it was the only time he could get a meeting with a significant prospect. "Great opportunity" I thought, and invited myself to the meeting.

Gerald has a flooring business and wanted to get more commercial work. Jim, the chap he was meeting with, sends out the RFP's (Requests for Proposals)to sub-contractors and sorts the proposals when they come in. The perfect person for Gerald to be talking to as this company has built most of the new buildings in the new Albany industrial park. Big opportunity!!

I met Gerald outside and asked him what he wanted to get out of the meeting.

Rule number one:
Be absolutely clear on the purpose of each step in the sales process. It was unlikely we'd be handed a job on the spot, so we agreed on two purposes for the meeting:

1. To show Jim that Gerald is reliable and a 'good guy'.
2. To learn how the proposals are ranked, ie, what should be in a proposal and how it should be written.

We got lucky with Jim. He was great, but Gerald made his own luck. He made the time. And asked Jim to help.

After the meeting we had a quick debrief in the car and covered three more golden rules of a sales meeting.

Rule number two:
At the beginning of a sales meeting, but after the small talk, take the initiative and get agreement on when the meeting will finish and the purpose of the meeting.

I suggest the finishing time be written on a piece of paper clearly where everyone can see it. Then if time is running out, you can point to it and pull the discussion back in time.

Rule number three:
Prepare some key open questions, which if necessary, you can pull out to guide the conversation. I suggest even writing them down beforehand on the sheet you take notes on during the meeting. Don't be concerned that other people can see them. It just shows you are systematic.

Rule number four:
Keep the meeting moving with a comment like "we're running out of time and so I have just one more question." Then when there is a sense that the meeting is near complete be deliberate in closing it. Start with some body language. Close your sales folder, thank them, push back in your chair, even stand up. Signal that you're in charge, but give people plenty of warning and be sensitive to people who may not be ready to close.

Even if you have more questions and they have more to share, close the meeting. Then you've got an excuse to have another meeting with them.

In This Issue

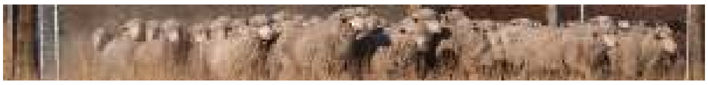
Business 4 Seasons

Its been one month since I first told you about Business 4 Seasons. Well, things are developing beautifully. We're having to reconsider when the winter meeting will be, but the website is nearly finished and clarity of the value we'll be providing is becoming really exciting. Watch this space.

Worker Overload Ahead

Did you see the article to which I contributed in the Herald?

The article highlights the need for highly productive people to manage their commitments so they don't become overwhelmed with complexity in changing times. It's an honour to be quoted along side such an esteemed academic as Dr Giles St. J Burch. 'great to see practical application supported by theory.



Hope you're enjoying June.

Regards

Donald Jessep
Profitable Teams Ltd