



52 Weeks of Sales Meetings

Key: Each color box tells you what the major theme for the session is.

Management	
Sales Culture	
Acct. Management & Sales Skills	
Tactical	

Week	Topic	Notes
1	Victor/Victim	A facilitated discussion of what it means to be a winner, not a whiner.
2	20 words to describe who you have to be	"I Am" Statements are a powerful subconscious driver for the sales professional. You'll also want to drive your culture using this tool.
3	Verbal, and non-verbal communications	These are both used by your salespeople and observed. How can we use these subtle cues to our advantage?
4	D.I.C.E.	Being a Directed Idle Chatter Expert. This is a tool for making the prospect or suspect feel at ease, by having a "normal" conversation, as opposed to a stressful sales meeting.
5	I know	This is a powerful statement. We have to remove the I KNOW when we're selling. Talk to a FocalPoint Coach to learn more.
6	Exercise...What are your priorities every day? (1. Prospecting, 2. Checking emails, etc.)	Group Exercise: Ask the team what their most important activity is. Ask before you tell! You'll be surprised at the answers you get!
7	DISC	This behavioral modeling tool is used in Major Account Selling and even by courtroom litigators! You will have to contact a FocalPoint Coach to discuss and learn more about how to use this effectively.
8	My Pre-Call Plan	Does your sales team have a Pre-Call plan before every sales meeting? Why not?
9	Metrics and	Discuss the importance of your team submitting

	Reporting	their metrics and how it allows you to run the business. Get them unstuck!
10	Exercise: You have 30 days to make your annual sales plan. How do you do it?	This is a fun but stressful exercise for your team. If they had only 30 days to sell their entire years quota, how would they do it?
11	V-A-K	Use different learning styles to help you sell more, and better. Ties very tightly with DISC . Talk to your FocalPoint Business Coach for explanations
12	Flowchart the Sales Process	This is a powerful discussion based on getting your entire team involved in mapping the sales process. This one exercise could take weeks to complete. The value is enormous.
13	Weekly 1:1's	Introduce this into your schedule and make it mandatory with everyone on the team. Every week, you'll discuss leads and prospects.
14	Your Elevator Speech?	What do you say when you only have 30 seconds to say it?
15	Block Scheduling	Your team must be proactively managing their time. For more on time management skills, contact a FocalPoint Coach
16	Budget	This concept links directly to DICE selling. Contact a FocalPoint Coach for more info.
17	Sales Contests	Everyone loves a contest and it will do wonders for morale...and sales!
18	Information is Power	Have a meeting around: We need data. Use the CRM, track your accounts! In this day and age, information is power
19	Activity Grid or Formula	Take your team through the key activity metrics or formula you have for their success.
20	Need	This concept links directly to DICE selling. Contact a FocalPoint Coach for more info.
21	Generalist vs. Specialist	Are your reps Generalists or Specialists? This is all about positioning to be RELEVANT to their prospects. (The higher the decision maker, the more generalist they are)
22	3 eyes of a salesperson- You are a micro-business	Run your sales territory like a business and see it succeed. What does that mean? Ask your team!
23	Speaking the owners language (or the DM)	More than matching and mirroring, what are the clues in language your prospects are giving you? How will those help you sell?
24	Feature vs. Benefit	You might think this is an oldie, but it will always be a goody!

25	Framing	Its not what you say, its how you say it. How can your team use framing in their business? For more information on this, contact a FocalPoint Business Coach.
26	Conversion Rate	In sales we live and die by conversion rate. Whatever it is, how can we increase it?
27	VITO Tactics	Ever heard of this? It's a killer for getting to the top decision maker. Contact a FocalPoint Coach to find out more
28	Timing	This concept links directly to DICE selling. Contact a FocalPoint Coach for more info.
29	6 keys to a winning team	Do you know what they are? Talk to a FocalPoint Coach.
30	Bad mouthing the competition	This is a great topic for a sales meeting. How your team responds to questions about the competition affects your reputation and closing rates.
31	If I could would you	Brian Tracy refers to this as the "Sharp Angle Close" Is your team using this technique? It's powerful!
32	Relationship	This concept links directly to DICE selling. Contact a FocalPoint Coach for more info.
33	Goof Credits	What? Don't know what this is? Ask a FocalPoint Business Coach
34	Only 6 Objections to any sale	Does your team know that there are only 6 objections to any sale? Do you know what they are? Ask a FocalPoint Coach if you'd like clarity.
35	6 Honest Serving Men	Who, How, Where, When, What and Why...Not a basic concept!
36	FUDoubt	FUD - What is it and how can your team use it?
37	Selling against FUD	How do you sell against FUD if your competition is using it already?
38	ROI Calculators that help your clients buy	Do you have and is your team using an ROI calculator to help customers buy?
39	Scarcity and Abundance	These 2 opposing forces are tools for appointment setting, closing and account servicing. But you have to use them correctly!
40	Colombo close	What is it? How does it work? Is your team skilled and using it?
41	Schiffman style process	Account Management and sales cycles. Contact a FocalPoint Coach for more info.
42	The PIP meeting, and expectations	A special type of 1 on 1 meeting.
43	3 words come to	This Sales meeting deals with how people view

	mind when you hear customer / 20 words when I say salesperson/ 20 words when I say money	the most important things in sales.
44	Calendar selling forward, and backward	Classic closing strategy to shorten sales cycles and close a deal
45	3x3, 2x3, 1x3	This is a Major account sales strategy. Contact a FocalPoint Coach to find out more
46	DISC and VAK in hiring	A Sales Meeting for YOU as the manager. Are you hiring the right people for the job? These tools will help you. Contact a FocalPoint Coach to learn more.
47	Objection Handling	Skill Builder and Best practices.
48	Emailing skills for follow up. Standing out and evading spam catcher	Proper Email etiquette should not be a secret! Discuss this and let the team know your expectations
49	The effect of discounting	Have a problem with discounting? Yes, or No, it affects your company and your margins. Use this meeting to look at the impact of discounting
50	Prospecting-spider	A spider looks for clients by casting a web and waiting. Is this good or bad for your team? Also see Prospecting-wolf below.
51	Objection Handling	Skill Builder and Best practices.
52	BBBS	What is this? A powerful Networking strategy. Talk to a FocalPoint Coach to find out more.
53	Pricing Strategies	What are your pricing strategies? Discuss, share and facilitate this session. Your sales team needs your guidance!
54	Prospecting-wolf	A wolf finds clients by going out, hunting them and running them down. Is this your company's style? Yes, or No, make this the meeting theme. New sales will follow! Also see Prospecting-spider above.
55	Objection Handling	Skill Builder and Best practices.
56	Targeting accounts target 600 super 6	Build your own major account list based on Clients who will bring you positive impact in the market. FocalPoint Coaches can help you with this.
57	Negotiating	Seriously. Have you not had a sales meeting about this yet?
58	Polite Persistence	One Call close or multiple closes to get a deal?

		What works best for your company? This will be a lively discussion.
59	Objection Handling	Skill Builder and Best practices.