

Special Management Series

Every Second Counts

This is a series of Training for your
Management TEAM

Presented by J.W. Owens



A Management
Perspective 303 Series

Pics

Management - JWO 394

Every Second Counts

Every Second Counts:

Making Meeting Time Work When you pull your sales team out of the field to attend a meeting, you want every second they're in the meeting to be put to its best and highest use.

Here's how to keep your meetings moving:

Every Second Counts

1. It's just a matter of time.

Put a **time limit** on each agenda item, and if it looks like the discussion is **running over, quickly decide whether to table discussion, or to replace** one of the other agenda items.

Every Second Counts

2. Start with the most critical item.

That way, even if you get nothing else done, you will have **taken care** of the highest priority on your list.

If an agenda item is continually pushed to a later meeting, question **whether it's necessary**, or if people are procrastinating because it deals with unpleasant business.

If it's the former, cut it from the list altogether. If it's the latter, set a special meeting to deal with it and get it done.

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3. Reaffirm your overall goals.

Use each meeting to remind your team of the overall goals and objectives for the team, for the quarter and the year. This doesn't mean make a speech or ask everyone to recite the company pledge.

A simple sentence at the top of the agenda is enough to remind everyone that **“this year's goal is to double sales to our revenue.”** that reaffirming goals regularly is the key to accepting them at a subconscious level.

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4. Surprise everyone.

Do something different at each meeting – have someone else serve as facilitator or note taker.
Hand out lollipops.

Give everyone a **copy of a great article**.

Hold your meeting at the local burger joint.

Keep everyone on their toes – it becomes a habit that carries over to all areas of your behavior, and it lets team members know that it isn't “**business as usual**.”

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5. Take time for kudos and thanks.

Public “Thank You” and “congratulations” can mean more than an in box full of email messages.

Most salespeople are extroverts – and competitive – and enjoy being patted on the back in front of others.

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6. Follow up.

At the close of each meeting, **appoint someone to be responsible for writing up action items and distributing them to attendees.**

Then **ask for a status report *before* the next meeting** so you don't waste time at the next session figuring out where everything stands.

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**Good
Selling !**



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

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