

Special Management Series

A Guide to Monday Morning Meetings

**This is a series of Training for your
Management TEAM**

Presented by J.W. Owens



**A Management
Perspective 303 Series**

Management - JWO 350



A Guide to Monday Morning Meetings



A Sales Manager's guide to Monday Morning Meetings

Even during the busiest periods, the strongest sales managers make a habit of gathering the team at least weekly to **brainstorm** and ask **critical questions** about each rep's activities and current prospects.

To gain the most from those meetings, here are some topics you should be covering:

A Guide to Monday Morning Meetings



Prospects

Any rep who has no next steps-with scheduled dates and times-has no prospects.

For every "new lead" a reps claims to have, ask:

- When did you first meet with this person about the sale?
- When are you meeting next?
- What does the company do?
- Who are its customers?
- When was the last time you met with this person?"
- Is the time between meetings longer than normal for a sale this size?
- How many total prospects do you really have?
- How close to that is your target?

A Guide to Monday Morning Meetings



Fifty-percent prospects.

A rep's key prospects are the ones that have a **50% chance of closing.**

Help reps focus on the accounts that have the most chance of closing by asking them:

- Is this the decision-maker?
- How do you know?"
- How much is this deal worth? (If the rep hasn't talked money vet, it's not a 50% prospect.) "What's the timetable?
- When will the decision be made?
- What does the prospect think will happen next?

A Guide to Monday Morning Meetings



New revenue sources

Ask about the activities that help your team develop brand new prospects and customers:

- How many dials did you make last week?
- How many turned into discussions or appointments with decision-makers?
- How many appointments do you typically need to generate one sale?
- How does your current activity level compare to your goal?
- What leads or opportunities exist near appointments you have scheduled for this week?
- How can you use your travel commitments to turn up new prospects?

Note: Reps may be tempted to waste time and effort on leads that fall into the "permanent pending" category. They're much better off finding someone new to talk to.

A Guide to Monday Morning Meetings



BOOST SALES WITH A 5-TIER CONTEST

Create a five-layered contest to reward salespeople for going beyond their comfort levels.

*Offer each rep **\$50** for doing **each** of the following:*

1. Reaching his monthly sales goal,
2. Reaching an average sale of more than \$1,000.
3. Achieving a specified closing ratio.
4. Attaining a set number of referrals.
5. Reaching an additional goal that varies from contest to :

Set goals just above reps' current performance levels.

(If you repeat the contest, make sure they know that their targets will slowly go higher.)

Bonus:

The bonuses total \$250.

Offer to double the payout to any rep who meets all five goals

A Guide to Monday Morning Meetings



Surprising source for hires

- **Looking for trained salespeople, technicians and customer service reps** who can step up and help your company right now?
- Look no further than your competitors' doorstep. If they're among the many laying off experienced people, you should call those companies' outplacement offices today.
- It may seem strange to call the headquarters of long-time competitors. But you can't afford to pass on the opportunity to turn their economic misfortune to your organization's benefit.
- Another benefit:
You may be able to pick up talented new salespeople at somewhat reduces salaries.

A Guide to Monday Morning Meetings



This is a series of Training for
your Management TEAM

Good Selling !



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

**A Management
Perspective 303 Series**



Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, shared presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect the his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.