

Invite a Guest

Change up the pace from time to time. Invite professionals from other departments within your company to talk about their area of expertise and how it relates to the sales team.

When was the last time the marketing team explained face to face with your sales team what they are doing to build your company's brand, influence customers and attract new prospects? Or have there been any issues with production, accounting, or logistics your reps need to know about? Or can you imagine how a few minutes of face time with the President or CEO could motivate your team?

The key with an Invite the Guest is to keep it short! It's a sales huddle energizer and the longer it goes, the more it turns into a meeting or a challenge between departments.

The goal is to build team synergy between departments, allow everyone to feel they are being heard, and also provide the opportunity to shed some new light.

Sales Huddle

Invite a guest and suggest they discuss one of these two options, plus allow time for questions and answers:

1. Give an update about their area of expertise or their department and how it relates to the sales team.
2. Give an update on a new product, marketing launch, policy change or general business update.