

6

Killer Hacks for the Perfect Sales Training Meeting



Killer Hacks for the Perfect Sales Training Meetings

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6 Killer Hacks to Deliver The Perfect Sales Meeting...
Engage, Energize and Equip Your Team To Sell More!

If you are really committed to drive bigger sales and crush sales quotas consistently, then you need to check out this **Perfect Sales Meeting Month Kit** from the #1 No More Boring Sales Training Expert, Alice Kemper.

Get the exact high-energy, high-impact sales training her customers use worldwide in their sales meetings to drive up sales 5-35%.

**The Perfect Sales Meeting Month
Get Your Sales Team Crushing It!**

[**Click Here To Learn More**](#)

Killer Hacks for the Perfect Sales Training Meetings

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Introduction

Tired of lackluster sales meetings?
Lack the time to be creative, motivate and train?
Not the strong leader you know you can be?

YOU ARE NOT ALONE!

Sales managers worldwide are time starved and poorly prepared for sales meetings because they constantly fight fires, attend too many unproductive meetings, and basically “push the couch up the stairs”.

They'd rather be the Rock Star Sales Manager, totally prepared and ready to devote their time to the important issues – building strategy and people.

These 6 Killer Sales Training Meeting Hacks give you leadership tools to effectively turn any meeting around to energize and motivate your sellers.

No more ho-hum sales meetings.

Your sellers will be amazed at how you lit a fire under their feet to go out and bring in the business.

Hack #1: More Fun Than A Talking Head

When you tell others what to do rather than engage them to experience how to do it, it causes minds to close and ears to switch off.

Think about your reaction when people around you lecture on how to do things and say, “This is what I used to do.” and “This is what you should do.”

And even, “We missed sales levels last week, let’s make sure we don’t repeat that.”

“Tell” type meetings are why you hear a collective groan from your sellers when they know its time for the upcoming sales meeting.



High-impact, high-payoff interactive skill building sessions generate more sales than the talking head meeting.

Our sales meeting formula successfully engages, energizes and equip sellers to sell more all over the world.

30 Minute Sales Training Meeting Formula

5 minutes – Opening Energizer

A quick game, quiz, or activity to solidify the reason the topic of the day is important.

5 minutes – Skill Booster Technique

Introduction of the skill building technique or tool.

10 minutes – Application Activity

Small group or pair exercise to transfer the technique to real time situations.

5 minutes – Debrief

Each small group or pair reports their findings and application to the large group.

5 minutes – Action Plan

Sales reps plan how, where and when they will apply the skill booster information to their book of business.

A 30 Minute Formula of bite-sized nuggets of training where you lead and they learn.

Energize, engage and equip your sellers to sell more.

Hack #2: Real Play Not Role Play

You've been in this meeting: A sales manager asks two sales people to come to the front of the room and role-play a sales situation.

After the reps role-play, the sales manager begins the debrief listing eight things the sales person didn't do right.

Then proceeds to show everyone the 'right' way to do it.

The energy, attitude and morale was instantly sucked out of the room. Right?

Placing people in an uncomfortable position in front of their peers to prove a point is the fast lane to demotivate a sales team. What is intended to be a learning opportunity backfires.

Motivation is shot. No one will willingly participate at another meeting knowing what's about to happen.



Training experts debate the merit of being put in the 'hot' seat to get "toughened up." It's better to boost your sales team without the drama and stress. Done right, the role play exercise is a good learning experience for the participant and the audience.

There IS a better way to do this!

And the better way accelerates high potential results as your sellers practice real time situations.

The Triad Practice

Set up triads designating one person as the seller, one as the buyer and the third as the observer.

The Buyer selects a real challenge case with potential to close or advance the sale soon. They provide a brief overview of the current situation and the objective of their next sales conversation to the "seller" and "observer".

The Seller proceeds to sell based on the real time sales situation with the buyer remaining in the actual buyer's mindset, answering the questions as best as they can.

The Observer listens, takes notes and leads the debrief segment with everyone involved.

The entire triad learns from this real-play practice discussing what went well and suggestions for improvement. Even if a "seller" was lacking, they'll receive beneficial feedback in a safe environment and will more likely appreciate and act on the information.

Hack #3: Flip The Room

A room set in classroom or u-shape style is a quick way to eliminate energy and interaction.

Classroom seating is stifling. Who wants to look at the back of people's heads and be reminded of grade school?

And even though a u-shape is open and everyone can see each other - when your sellers speak they feel like everyone is looking at them - because they are!

Flip the Room with round or rectangular tables. Place 4-6 people at each table.

It's easy to arrange individual, pair, and small group discussions to change the energy level and learning experience.

Now, when the group leader reports out or you engage in a large group discussion, it doesn't feel like everyone is staring at you.



Removing the tables completely is an other option.

Place the chairs in a semi circle for a comfortable engaging meeting.

These configurations up the energy and adds to the comfort level in the room. They are a natural set-up for a variety of discussions with higher inter-action and engagement.

There's always a buzz in the room which keeps everyone's attention.

Plus, these flips make it harder to use distracting devices!

Hack #4: Life After Death By PowerPoint®

Power Points that are jam packed with words are better than Benadryl for sleeping.

Your audience will be lollid into sleep. Either they're remembering their most boring college professor or their parents reading a nighttime story.

It's a sure fire signal that boring is coming and you've lost them at the first slide.



90% of information transmitted to the brain is visual, and visuals are processed 60,000 times faster in the brain than in text. (Sources: 3M Corporation and Zabisco).

Instead of words, post a picture that captures the message and then speak about the topic.

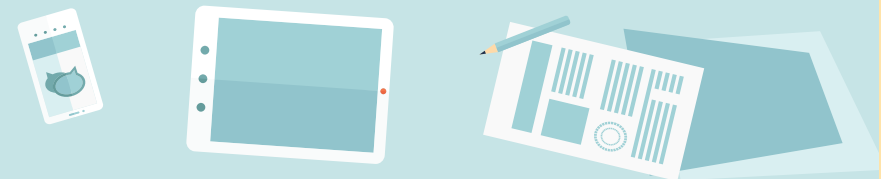
It is possible to use slide decks with one picture, without words, per slide and be very well received.

Another slide option is to include the image with only 1-2 bullet points.

If anyone in your audience tunes you out, the next slide with a compelling graphic tunes them back into your content.

Reading lots of words... BAD! Attention drifts.

Pictures and Bullets... GOOD! Your team stays with you and 'gets it'!



Hack #5: Have 'Em At Hello

The first few words at the start of the meeting sets the tone and buy-in.

Openers like these invalidate your expertise or the value of their time:

- Trust me this meeting is going to be good.
(Unlike all the other meetings that were boring!)
- You've heard this before, but I'm going to repeat it.
(Oh, gosh, not again!)
- I've never done this before in front of a group.
(Then why subject me to it?)
- I don't know if you'll learn anything.
(Nope, I don't think I will.)
- This is my first time presenting this.
(Great, a rookie.)
- I'm going to cram in what I learned in a full day seminar in 30 minutes.
(This can't be good.)

Starters like these gives your audience permission to mentally check out, be suspect of the information, and challenge you throughout the meeting.

Plan your opening as carefully as a sales call to break pre-occupation, build rapport, confidence and credibility.

Be bold, be brave and be all about them!

Surprise your team and begin with an activity, such as:

- Ask the sales team to get out of their chairs and find one person they are not sitting next to and discuss this question (i.e. What's your most challenging objection...
- Show of hands if you ever hear an objection or resistance to buy from a prospect or customer.
- In groups, create a list of your most common and challenging objections.

or.. begin with a WIIFT statement - Whats In It For Them!

"By the time we're finished today, we'll be able to improve close ratios a minimum of 1 less visit with each prospect."

"Working through objections today is going to keep our competitive edge and competition at bay."



» — *How are you?* — »

Hack #6: Wait Wait, Don't Answer That...

Unless it's a really rhetorical question, not waiting for an answer sends several poor messages:

- I'm not really interested in what any of you have to say.
- I love the sound of my own voice.
- I'm uncomfortable with silence.

You can turn your audience off and even lose credibility by not allowing them to answer.

Plus they learn they never need to answer! They can slide through the entire meeting.

The best audience is engaged and participating, especially when motivation is a goal.



If you ask a question, wait for an answer.

It often takes up to 20 seconds for people to respond to a question.

20 seconds seems like a long time. Many people can't handle silence so they resume talking.

Learn to ask the question and stop to listen.

As painful as the silence may be, it never fails... someone in the audience will answer before the 20 seconds are over.

Remaining silent takes some practice, especially if you are uncomfortable with silence.

Turn it into a game with yourself.

One sales manager plays this game: He asks the question and then begins counting in his head. Thousand one, Thousand two, Thousand Three... always wondering how high the number will go. Rarely does he get past the number 5!

Try it, it works.

Distracting yourself from the silence is a good - and be sure to tune in when someone answers!

READY FOR THE NEXT LEVEL?

GET ready for powerful sales meetings that rock!

Want to use the exact energizers and skill booster sales training meetings that companies worldwide depend on to build top performing and top producing sales teams?

And at the same time, save yourself the hours you are currently burning on Sunday night to research and figure out what the heck to do at your next sales meeting that won't bore your sales team.

If you said yes, then this is for you.

The Perfect Sales Meeting Months are done-for-you bite sized nuggets of training.

Filled with 5, 15 and 30 minute turn key high-energy, high-impact sales training meetings and short sales huddle energizers.

Complete with Leader Guides of what to do, what to say, when to break into pairs, triads or small groups, proven and tested activities, a worksheet handout to copy and more.

They are a perfect solution for the crazy busy sales manager who knows short bursts of highly interactive, skill boosting sales training meetings mobilize sellers to sell more day-in and day-out.

You're life just got easier and your sales team gets smarter.

[CLICK HERE TO LEARN MORE](#)

The Perfect Sales Meeting Months

Optimize your sales meetings to mobilize your sales team to be on their "A game" day-in and day-out.

In 4 short weeks watch your sellers break into target accounts, sell more value vs price, reduce the long sales cycle and much more.

**Access Your Perfect Sales Meeting Month
and All The Resources in "The Werks".
Four weeks of short bursts of
high-impact done-for-you sales meetings!**

[Flash Sale Only \\$9](#)