

Bob Schultz
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The New Home Sales SpecialistsSM

**Recommendations For Successful Sales Meetings
and Weekly Sales Agenda**

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RECOMMENDATIONS FOR SUCCESSFUL SALES MEETINGS

Observations

“Nam et ipsa scientia potestas est.” (Knowledge itself is power.)

- Francis Bacon (1561 - 1626)

“Knowledge, properly utilized, can be awesome power.”

- Bob Schultz

1. Make the meeting fun. Provide light refreshments and have festive music playing prior to the start of the meeting
2. Strictly for education/training and motivation, the meeting should not include any other business. Do not let it become a "gripe" session
3. Schedule it in advance and hold on the same day each week. Set it for a specific amount of time (60 to 90 minutes is usual) and always start and end on time. If someone is late, start without him/her
4. There must be an agenda/outline given in advance, so each person knows what to expect and will be prepared to participate. A typical meeting agenda might include some of the following:
 - a) Open welcome and read agenda for meeting: 2-3 minutes
 - b) Pre-assigned book review: 5-6 minutes
 - c) Pre-assigned role-play from Smart SellingSM Techniques, Objections, Features & Benefits, etc.: 5-7 minutes
 - d) Report and presentation on competitor: 7-10 minutes
 - e) Five Minute DrillSM presentation with critique: 8-10 minutes
 - f) Instruction from a section in The Official Handbook for New Home Salespeople: 10-15 minutes
 - g) Guest speaker product knowledge, sales techniques or other pertinent topics: 15-30 minutes
 - h) Customer in Process Analysis Report: 10 minutes
 - i) General discussion, Q&A, adjourn with motivational message

It is suggested that all sales meetings be video recorded with date, time and roll call stated at beginning of tape.

WEEKLY SALES MEETING AGENDA

For the period: ___/___/___ through: ___/___/___

WEEK:	1	2	3	4	5	6	7
DATE:	___/___	___/___	___/___	___/___	___/___	___/___	___/___
DAY:							
TIME:							
LOCATION:							
	Name/Time	Name/Time	Name/Time	Name/Time	Name/Time	Name/Time	Name/Time
Book Review							
Role Play							
Report on Competitor							
Five Minute DrillSM							
Instruction from NHS Training Materials							
View NHS Video System							
Guest Speaker							
Customer in Process Report							
Other							
Discussion / Q & A / Adjourn							
TOTAL TIME:							