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# LEADING SALES MEETINGS

**LENGTH**

3 Hours

**CERTIFICATION**

This is a required module for:

- Pipeline Builder Specialization

**FORMAT**

Live

Too many sales meetings do more harm to a business's brand than good because the professionals in attendance either aren't prepared, aren't synchronized, or simply don't know how to lead a professional business meeting.

Participants will learn how to prepare for, conduct, and review a sales meeting, and will leave with a playbook to incorporate these practices into their own careers.

**LEARNING OUTCOMES**

After taking this course, you should be able to:

- Prepare yourself and your team for sales meetings
- Incorporate customer-centric best practices to conducting your meetings
- Incrementally improve your performance by learning how to give and receive meeting feedback with your colleagues

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## COURSE OUTLINE

**The Pre-Meeting Prep**

- Preparing yourself
- Preparing your team
- Setting SMART meeting objectives

**Conducting The Meeting**

- Opening the meeting
- Redirecting & resetting
- Closing the meeting

**Taking Meeting Notes**

- The SAGE Note-Taking System

**Post-Meeting Debrief**

- The importance of giving & receiving feedback
- Mechanics, Style, Content feedback framework