



Industry Tip

6 Tips On Facilitating An Effective Internal Sales Team Meeting

Ah, the weekly internal sales team call. Depending on how these meetings are being run, you likely either see them as a necessary evil or a complete waste of time. With a minimum amount of effort, you can turn these meetings from something perceived as a time-drain (or worse) to a team-building event that salespeople look forward to. Here are six ideas on how to accomplish that goal:

- 1.) Think about why you are having this call. If the sole purpose of getting everyone together is to simply go through forecasts, please cancel the meeting immediately (and permanently) so you can instead do one-on-one forecast meetings with your team. You should be doing this anyways as it will help you diagnose where your sales team can use improvement but, the truth is that the majority of sales reps will not expand on their deals in a group setting. I only host weekly meetings with my team so we can trade ideas and discuss methods to improve our own skill sets. There is no discussion of the forecast on our calls as we address that in weekly one-on-ones.
- 2.) Encourage and ensure active participation. Pick a topic ahead of time (i.e. favorite closing statements, best way to overcome an objection, etc.) and send it out to the group. Each person should take a turn going over their contribution and active participation should be strongly encouraged. If someone isn't participating, call on them.
- 3.) When the team or the company is under-performing, some managers take the meeting time to either come down on their team or, worse, yell at them. If you aren't seeing the results you want in your team, you should look in the mirror to see what you could be doing differently. You absolutely must tell your team if they are not achieving the results but, each criticism should be accompanied with specific suggestions on how to improve.
- 4.) Follow up! Whether you took on or assigned action items from the meeting, you must follow up and deliver on those. A sales manager who doesn't deliver on promises to their employees will not have many employees in the future.
- 5.) Respect everyone's time. Every moment they're in this meeting with you, your salespeople are not performing revenue-generating activities. So, when you set the length of the meeting, stick to it. If your calls are consistently running over time, it means you're trying to do too much and your salespeople are tuning out.
- 6.) Less is more. Use team calls as an opportunity to coach your team, share the success and learn from the setbacks. Scheduling more than one team meeting per week creates meeting fatigue and makes your salespeople think you don't trust them enough to do their jobs.

Thank you to our Gold Sponsor Doug Swanson and Xceligent for this industry tip!