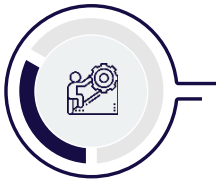Stop **Selling** ➡ Start **Solving**™

Practice Activity
Construct an Effective Meeting Agenda

Objective:

Design a strategic meeting agenda for a 45-minutes sales meeting with a prospect.

Instructions:

Go through the agenda sections provided in this template.

Design a strategic meeting agenda based on the inputs provided in the template.

Include key topics, objectives, and activities for each section of the agenda.

Your Strategic Meeting Agenda

Agenda Sections:

1. **Introductions (5 minutes)**

   o Purpose: Build rapport and establish a connection.
   o Activities: Brief personal introductions and an overview of the meeting purpose.

   Not more than 300 characters

2. **Discuss Prospect's Current Challenges (10 minutes)**

   o Purpose: Understand the prospect's pain points and current issues.
   o Activities: Open questions to explore their challenges and gather detailed information.

   Not more than 300 characters

3. **Explore Prospect's Ideas for Solutions (10 minutes)**

    o   Purpose: Understand the prospect's vision for a solution.
    o   Activities: Probe questions to uncover their ideas and thoughts on potential solutions.

    Not more than 300 characters

4. **Present Relevant Capabilities (10 minutes)**

    o   Purpose: Align your capabilities with the prospect's vision for a solution.
    o   Activities: Discuss how your solutions can meet their needs without going into too much detail about your product.

    Not more than 300 characters

5. **Q&A Session (5 minutes)**

    o   Purpose: Address any questions or concerns the prospect may have.
    o   Activities: Encourage open dialogue and clarify any uncertainties.

    Not more than 300 characters

6. **Schedule Next Steps (5 minutes)**
    - Purpose: Agree on the next steps and set follow-up actions.
    - Activities: Confirm action items, set timelines, and schedule the next meeting.

Not more than 300 characters

When you're ready, return to the e-learning module to continue your learning journey.