

Practice Activity

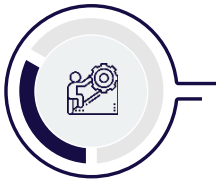
Construct an Effective Meeting Agenda



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)

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

Not more than 300 characters

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

- Purpose: Understand the prospect's challenges and current issues.
- 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)

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

Not more than 300 characters

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

- Purpose: Align your capabilities with the prospect's vision for a solution.
- 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)**

- Purpose: Address any questions or concerns the prospect may have.
- 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.