

Practice Activity

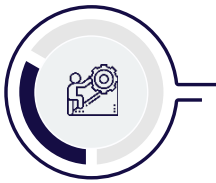
Construct an Effective Meeting Agenda



Objective:

Design a strategic meeting agenda for a 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.

2. Discuss Prospect's Current Challenges (15 minutes)

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

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.

4. Present Relevant Capabilities (15 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.

5. Q&A Session (10 minutes)

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

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.

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