



The 5 Critical Meeting Skills High Performers Apply

High performers, 20% of any team, can achieve 2, 3 or even 4 times the sales of the rest of the team. They have higher win rates, meet their financial targets, are more likely to set challenging sales goals and achieve higher prices for their company's products and services.

When it comes to client/prospect meetings there are **5 critical skills** that high performers are more knowledgeable of and apply more effectively than the rest of the team.

1. Buyer/Seller Relationship is the person's knowledge and ability to help each Client through their buying decisions in the right sequence by applying a consistent sales framework. They gain commitment and trust while building a lasting relationship with the Client.

2. Sales Meeting Planning is the knowledge and ability to plan sales meetings that include clear meeting objectives. Agreeing objectives from the meeting is what high performers do to move the sales process forward. Failure to do this is the most frequent mistake of sales people, **less than 32% of people** will have clear goals for a meeting. Becoming good at meeting planning has the **biggest impact** on a sales person's results from client meetings

3. Questioning and Listening. Great listeners ask great questions. The best sales people don't just ask questions, they ask insightful, powerful questions. These questions allow you to develop a better understanding of the client's situation and demonstrate your interest in the customer. People that do this well, sell themselves to the client.

The sales person is the first “buying decision” the client makes. When it is made in your favour the rest of the buying decisions become far easier to achieve.

4. Presentation Skills are most effective when the product/service is presented as a solution to a need that had previously been agreed with the client.

High performers present the proposition by first restating the client’s needs and then explaining how the proposition addresses their needs. Good presenters include questions in the presentation that helps them understand if the solution is hitting the mark and engages the client in the conversation.

5. Gaining Commitment. The best sales people complete each client meeting with an agreed commitment that moves the opportunity forward. ***64% of meetings end without the sales person asking for commitment.** Since the ability to gain commitment is a key criteria for recruiting sales people, it seems nearly two thirds are not doing their job.

*Research by the Sales Board which included 400,000 people over 3500 companies.



5 Critical Sales Skills

1. Buyer/Seller Relationship

Influence positively the clients buying decisions

2. Sales Meeting Planning

Plan the right questions and objectives

3. Questioning/Listening

Ask powerful questions

4. Presentation Skills

Present Powerful Solutions

5. Gaining Commitment

Move the sales process forward

The good news is these 5 critical meeting skills are not personal traits, they can be learned and developed by any sales person who wants to increase their performance.

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