



Your Essential Checklist For Meetings That Convert!



This checklist is for you if you're responsible for bringing in sales and...

... you've experienced even just one of these scenarios at a meeting with a prospect...

- Annoyingly, your prospect had forgotten all about your meeting and wasn't even there!
- Worryingly, you've come out without an agreed plan of action and DIDN'T know the next steps
- Disappointingly, you hadn't realised it was a competitive pitch
- Maddeningly, it was a GREAT meeting, BUT they DIDN'T buy!

... then there's no better time to banish these infuriating situations.

Let's get going!



Sarah Hughes
"The #1 Business Growth Expert"
Founder of Boost Business Growth

#1 When you agree the meeting

- Write down your objectives for the meeting and add them into your calendar on the appointed date
- Remember to check there's wi-fi if you want to use the Internet during the meeting
- Once you've agreed the following via phone, send a confirmation email immediately to the prospect with the exact meeting arrangements:
 - When and where
 - How long you have for the meeting
 - Who will be there and their roles
 - What the meeting structure will comprise and what the prospect expects from the meeting.



#2 Before the meeting

- Email to confirm the meeting and say how much you're looking forward to it.

This saves you a potentially wasted journey and positions you as a professional who communicates effectively

- Research the company website and the social media profiles of those you're meeting.

Check LinkedIn to see connections you share. Google them too!

- Research the company's competitors and industry issues too
- Print ready to take with you the action agenda (ask Sarah at Boost Business Growth for a copy if you don't have an Action Agenda template)
- Print directions ready to take with you (remember google maps only works when you've a signal and you don't want to be stressed and late for the appointment).



#3 Arriving at the meeting

- Arrive early so you're relaxed and in a positive frame of mind
- Have in mind your objectives for the meeting, which should include a specific call to action
- Consider positive affirmations, such as "I am great at converting meetings" or "I am an awesome salesperson"
- Visualise the meeting going well!
- Check your appearance too – looking smart and no lunch left in your teeth?!
- Ensure that your right hand is dry by wiping it on a tissue if necessary - a damp handshake is never a good start.



#4 Opening the meeting

- Walk in confidently, shake the person/people firmly by the hand (get a comfortable middle ground so that you avoid limp lettuce and bone crusher) and make eye contact
- Once you're sat down and have their complete attention, present the action agenda with words such as:
"I've been thinking about our meeting and how we can work together to solve the 3 challenges you outlined on our call. Is there anything you'd like to add to this agenda?"
- Ensure you're introduced to everyone in the room (and know their role) before proceeding and that you've been appropriately introduced
- DON'T start until you have their/his/her full attention.



#5 Information-gathering and summarising

- Allow at least 30% of the meeting for this alone and follow the action agenda to ensure you understand the prospect, their pains and aspirations:
 - Their organisation
 - Decision-making structure
 - Problems and consequences
 - Wants and needs
 - Urgency to act
 - Budget!
- **Summarise** each key point the prospect has made to ensure you've understood perfectly
- Ensure you ask the professional **and personal** implications of the prospect's failure to address the problem or achieve their aspiration – this is one of the most important elements of the whole meeting!



#6 Presenting your company/solution

- Present relevant details about your company and your possible solution (ensure you've completed information-gathering thoroughly first!)
- Use **my FABQ System** to present the solution:
 - The **Features** of your solution
 - The **Advantages** of the solution
 - The **Benefit** to you
- As you go through the feature and advantage and benefit, each time, ask the **Question**, "How useful/attractive/beneficial would you find this?"



#7 Adjusting

This step involves objection handling, clarifying and confirming.

- Ask the prospect if they've any concerns, questions or reasons why they might not wish to go ahead with the agreed plan of action
- Respond to any concerns
- Then check out after having done this if there remain any concerns, questions or reasons why they might not wish to go ahead
- Repeat this until the prospect answers that they have no concerns.



#8 Concluding

- End the meeting by thanking the prospect for their time and checking in on the agreed next steps
- Ensure you get their buy-in by directly asking them, “Are you in agreement about this course of action?”
- If the next step is simply to keep in touch, agree the form and frequency and get the next contact point in the diary before you leave!



#9 Last, but no means least, follow up

This is where so many sales fail, through not assertively following up.

- So, the same day as the meeting, email the prospect to thank them and confirm what you've agreed
- Then, deliver (ideally before the appointed date) what you said you would i.e. plan, option of other meeting dates etc.
- Continue the sustained follow up as per your agreement with the prospect – or until they tell you to stop (remember that rather than a “no”, it might just be a “not yet”)
- If you don't already have one, put in place a prospect nurturing process, such as relevant and useful email updates.



Useful?

I hope you've found this practical guide helpful.

There's still lots to be discovered, such as:

- **4 Contrast Techniques** that make price a factor, not the factor
- The use of **Presumption** and **'We' Language** to build rapport with your prospect & quickly secure a decision
- **Cialdini's 6 Pillars of Influence** (I judge authority to be the most important, with the other 5 closely following)
- **10 Closing Techniques** every business development & sales professional needs in their toolkit.



"In just 12 weeks with Sarah, I've learned more than in my previous 13 years of business. Thanks to Sarah, we've been able to increase our day rate from £500 to £1,500."

**Danny Bermant, Owner,
Brainstorm Digital**

Finally, how much cash could you be leaking?

You can't improve what you don't measure, so the first action to detect your sales process is costing you is to review the value and success you've produced in the last 12 months.

Here are just 1 of several ways to work out how much cash you could be unnecessarily handing to your competitors!

If your proposals are worth around the same value

Calculate the total value of sales versus the amount converted and work out the difference.

e.g.

Your conversion rate of 30% = £1,500,000 sales

Therefore, a conversion in that case 10% = £500,000 sales

Therefore if you achieved 70% conversion = £3,500,000

The cash left on the table = £2,000,000



Not yet converting 70% of your qualified leads?

Then it sounds like at the very least you've a leaky sales bucket.

Why not apply for a **Sales Strategy Review** with me?

It's an intensive 90-minute 1:1 consultation held via video meeting where:

- We discuss what you're doing
- We review how that's working
- You gain a **minimum of 3 immediately implementable insights** to plug your leaky bucket & super boost your sales. Fast.

The investment for the Sales Strategy Review is just £250+vat.

It's zero risk too. If you don't feel it's worth it, you're not allowed to pay.

Apply now by calling 0121 363 0077 or by emailing sarah@boostbusinessgrowth.co.uk and put an end to flushing sales down the drain!



"Since working with Sarah, our turnover has increased by 403%. Our small company now works with brands including Punch & Enterprise Inns. Work with her if you get the chance!"
Melony Spencer, Spencer Swinden Design



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