



4 Tips for Transforming the Outdated Sales Meeting

Unfortunately, most companies aren't in a position to eliminate sales meetings entirely, but "meetings done right" – shorter, more efficient, less frequent – can better accomplish objectives. Consider these tips to on how to maximize efficiency, even if a traditional sales meeting is still your company's common practice.

91%

of participants admitted to daydreaming during meetings

39%

have fallen asleep from time to time

\$37B

is lost to unproductive meetings each year



If a meeting isn't necessary, don't hold one

Email is a beautiful thing. Not everything is worthy of a face-to-face meeting. Make sure you've got important topics to cover that need to be discussed in person. You'll be amazed at the amount of time you save by eliminating those "just because" meetings.



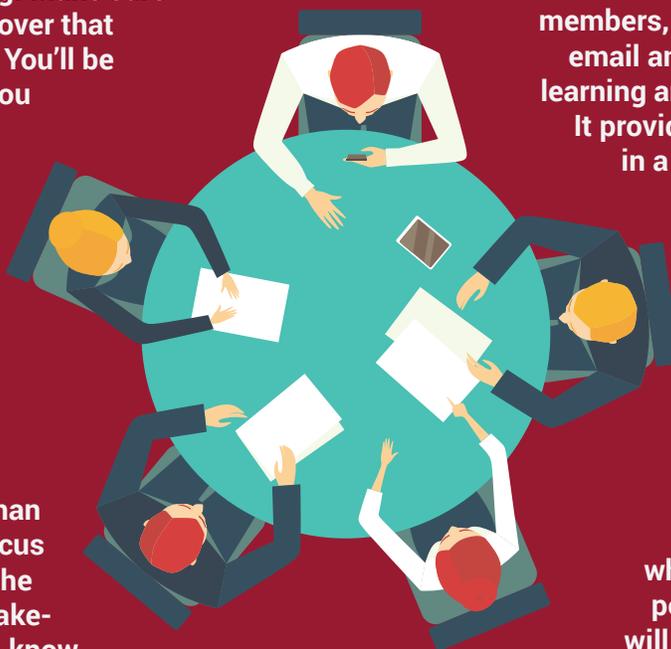
Give video a try

Video is quickly becoming known as the easiest way for people to absorb new content. Especially with newer sales team members, video is as ubiquitous to them as email and they're accustomed to viewing, learning and retaining information this way. It provides all the benefits of information in a sales meeting, while also helping to ensure participants retain the information.



Keep meetings short and to the point

Constraining meetings to less than one hour helps the attendees focus better and lessens chitchat. At the very least, identify the top 1-3 take-aways your sales team needs to know and stick to only those topics.



Assign next steps

Use the last 5 minutes to recap what was discussed and everyone's post-meeting responsibilities. This will help ensure everyone is on board and clear on next steps.

Want to find out how your peers are becoming more efficient?

Contact Allego and learn how implementing a mobile-video sales learning platform can supplement "meetings done right."

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