

How to Gain Commitments (Sales Meeting Objectives)



Course Overview

In this course we learn about how to plan sales meetings. Most sales professionals when asked to describe their objective for an upcoming meeting will give the agenda. In this course, we make a big distinction between the agenda of a meeting and the commitment sought from the customer or prospect. The course is broken down into four units:

- Unit 1 - Agenda versus Commitment
- Unit 2 - Selling to Senior Executives
- Unit 3 - Types of Commitment
- Unit 4 - Measuring Commitments (for sales managers)

Duration

80 - 100 minutes

Learning Outcomes

By the end of the course you will be able to:

- Identify the difference between an agenda and a commitment.
- Create an effective commitment driven agenda
- Understand what questions different levels of management expect you to ask.
- Spot a decision taker as opposed to a decision maker.
- Give senior people appropriate decisions to make.
- Define the pattern of a sale as a set of commitments.
- Understand the five key commitments.
- Communicate different commitment types.

More about the Course

We can only measure our likelihood of success in a sale by the level of commitment we get from the prospect.

This course is fundamental. Its concepts permeate every aspect of the selling process. It is about how to plan sales meetings.

Typical sales meeting objectives include statements such as:

- "I want to tell them about our new improved service offering."
- "We need to discuss the implementation plan."
- "I want to find out their budget."

These are simply not good enough. What we need from the meeting are commitments.

The agenda is what we want to do in the meeting. The commitment is what we want the prospect to do at the end of the meeting. Both are important and both need to be prepared for.

During a meeting, we might want to find out their needs. At the end of the meeting, we want introductions to other key individuals. This concept is critical for many reasons. For example, suppose we meet a senior executive, explain all about our product then just leave. The executive will be very frustrated. What was all that about? Senior people expect us to ask for some sort of commitment. If we don't they will be very disappointed.

Having differentiated between agendas and commitments, we go on to discuss the quality of the commitment we achieve. Big people make big decisions, they give hunting licences, document sales project timetables, give sole supplier status, allocate budgets. It is from these commitments that we can measure and manage our progress as a major sale moves forward.