

# National Sales Meetings

## 7 Tips for a Successful National Sales Meeting

We, at APG, have seen our share of good and bad annual sales conferences, national meetings, kickoff meetings, and more throughout the 25 years that we have been providing business acumen training. From that experience, we've discovered a few keys to ensuring meeting success.

[Contact APG](#) to get the details on how we can partner with you to make your meeting engaging, informative, and applicable to every participant.

### Key 1: Visible Leadership

Visible leadership is imperative to the success of any national meeting. When the leadership team is visible, employees feed off their energy and are more engaged in the meeting. When leadership is not only present, but **excited** to discuss initiatives and goals, there is an immediate, positive impact on employees.

Just being present isn't enough though - **executive leadership must be involved in the conference and reinforce the importance of the meeting in order to have positive results.** They need to show interaction, participate like everyone else, and carefully choose opportunities to drive home the key learning points for the team.

### Key 2: Compelling Reason

The purpose of a company gathering should be more than just an annual meet and greet. There must be a compelling reason to get together, such as a positive initiative meant to inspire change in the organization. **Employees need to receive a clear takeaway message that can be applied to defined goals.** This can be easily achieved through a meeting theme that inspires relevant to your company, reinforces central messages, and leads to a clear call to action that employees can leave with. We've seen the most productive, engaging, and motivating company and sales meeting themes that allow employees to participate in hands-on learning experiences that are focused on company operations and initiatives.

### Key 3: Interactivity

Involve employees and invite them to participate. This doesn't have to be in the form of cliché "team building" activities, but rather in simple, yet relevant ways that encourage people to interact in smaller groups, such as business simulation games, brainstorming sessions, Q&As, etc. Interaction is not only a great way for knowledge transfer among peers, but also an effective way to build camaraderie among the sales team. This gets all employees thinking and collaborating together, **allowing them to grow their knowledge base as more ideas are generated.**

For example, APG conducted [The Profit Specialist® program at a national meeting](#) with more than 800 salespeople in attendance. The focus of the meeting was "quantifying employee value for specific sales proposals". Employees not only created the proposals by quantifying their value, but also had the opportunity to practice their presentation in front of a key manager playing the role of the customer. **This changed their approach to the customer, and subsequently helped the company land over \$300 million of new business.** Overall, employees took the activity seriously because they knew they were presenting to different managers within the company.

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### Key 4: Opportunity for Leadership Roles

Ask high performing salespeople to take on a leadership role. Remember, your **top salespeople are your best salespeople**. They should be role models for others within the company and lead by example, just as executive leadership should. It's important for top performers to have a clear and concise understanding of their role within the meeting. **Top salespeople are motivated by the fear of failing**. They have all created a methodology and approach that works best for them and have repeatedly executed it to perfection. This is a great opportunity to recognize their achievements, while giving them the opportunity to share with their peers the tools and methods they use to be successful.

### Key 5: Involve Customers

Invite a customer to the meeting for input and perspective. **Annual meetings are a great opportunity to get feedback from valued customers and make them feel appreciated and involved**. Emphasize your gratitude for their participation and ensure they have meeting materials and feel like part of the team. Showing this type of appreciation for their business is sure to make a permanent impact and provide a tremendous boost to the relationship.

For example, one of APG's clients flew in three different customers to participate in their "Knowing Your Customer's Business" one-day meeting. At one point, the customers participated in a panel, giving the sales team the opportunity to ask questions to validate what they had learned so far in the meeting. This not only helped the customers feel involved and valued, but also drove home the learning points for the sales team.

### Key 6: Stay Focused

Don't try to do everything – it's just a mess. Leaders need to have a focused plan of attack for national meetings; **they should have strategies in place prior to the meeting and defined goals they hope to achieve once it has commenced**. Rather than overwhelming your salespeople with too much information, pick 2-3 things you want them to know, improve, and develop. Focus on executing those 2-3 things to perfection throughout the duration of the meeting. Time can often be wasted on things that don't need to be communicated in large group settings. This not only slows down the pace of the conference, but also eventually causes you to lose the attention of the salespeople.

### Key 7: Follow Up

Company leaders must have a clear follow up plan within 2-3 weeks after the conference. During this time period, assignments are handed out to individuals and/or groups and follow up information needs to be given/sent out to all those in attendance. **Remember the importance of visible leadership and reinforcement**. Employees won't apply what they have learned unless it's driven from top leadership.

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Interested in making your national meeting a yearly success?

APG offers [The Profit Specialist® for major company events](#) such as annual sales conferences, national meetings, kickoff meetings, and more. Our unique program can help your company develop and deliver a high-energy, engaging, experiential learning event customized specifically for annual meetings. Our expert trainers will create a completely customized program for your company that covers your company's message, goals, and vision for the future.

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