

ACTION PLAN

What will you do differently as a result of what you learned in this section?

I will incorporate more training and interaction opportunities into our sales meetings.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

The meetings will become more engaging for our sales team. This should provide more punctual attendance. It also will provide a training opportunity and show examples of process and use of training material. Without doing this, certain unmotivated or less skilled sales people will not improve. Additionally, a general malaise about sales meetings will persist.

What obstacles might you encounter and how can you overcome them?

A few of the sales people need to become more engaged in our sales meetings. By making them interactive training opportunities, they can be shown the value in participating and learning, by paying off in their future interactions with customers.

Identify your first few steps and the people who can help you with them.

- 1) Review new format with sales managers. Need their buy in. Demonstrate the difference between our current presentational style meetings versus a more process/training oriented style.
- 2) Practice with sales managers. Run a more interactive meeting with each other first before going in front of sales team.

Start Date: 2/1/2022

Completion Date: in perpetuity