

CREATING A SAFE ENVIRONMENT (AGENDA) - FEEL GOOD ABOUT SELLING

Great sales conversations don't just happen. There is intention. There is planning. An agenda is one of the most effective ways to create a safe environment for a great conversation that leads to clear next steps.

Following is a short guide to help you establish four core areas when you set your agenda. Obviously your context will dictate the content, but the principles still apply.

Agenda Framework	Notes & Suggestions
<input type="checkbox"/> 1. Confirm the time	<p>Confirming the time sets the tone and expectations that this is an important conversation. It also reminds all parties that a commitment has been made.</p> <p>It might sound like this: <i>"I appreciate you carving out some time to chat. I have an hour booked on my calendar. Does that still work for you?"</i></p>
<input type="checkbox"/> 2. Get permission	<p>Get permission to ask questions. Don't just start asking. Prospects are put at ease when they are asked permission. Whether it's questions, or moving to a new topic, service, feature, asking permission helps them feel safe.</p> <p>It might sound like this: <i>"So I can ensure I understand you and your situation, I'd like to ask you some questions. Would that be ok?"</i></p>
<input type="checkbox"/> 3. Your unique value	<p>Part of the agenda needs to state that you will be talking about your unique approach to your prospect's situation.</p> <p>It might sound like this: <i>"Our approach may not be for you and that's okay (feel free to stop me at any time), but I'd like to spend a couple minutes on how we look at things a little bit differently. Is that alright with you?"</i></p>
<input type="checkbox"/> 3. The outcome	<p>Build in your outcome (your next step) on the front end. You want to end your conversations with a clear and solid next step for you or your prospect.</p> <p>It might sound like this: <i>"Provided what we talk about today resonates with you, would it be okay to save 10 minutes at the end to determine next steps? Does that sound like a good use of our time today?"</i></p>
Resource	An additional resource that compliments this agenda is the Asking Great Questions Guide available here