

Meeting to Win
Sales Team Meeting Topic

10 Things Your Customers Don't Know



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Summary:

It has been proven over and over that it is in the best interest of sales professionals to nurture their existing customer relationships to succeed in the long term. The cost of maintaining and growing an existing customer is considerably less than acquiring a new one. With that in mind, this topic is about continuing to educate our existing customers about how we can help them succeed. Often, we sell them one solution to get one result and we fail to expand that relationship across their organization or across our own suite of solutions. In this topic, your team will be challenged to think about what their customers don't know you can do for them. They will leave the meeting with a strategy for uncovering new needs at existing customers and then sharing solutions to those uncovered needs. The result should be expanded business with existing customers.

Good Selling,

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To grow and nurture existing customers, sometimes it is helpful to think of them as new customers. New customers have the opportunity to share their needs and explore your suite of solutions available to meet their needs. Often existing customers bought one solution from you to get one result they needed – this could have been years ago. During that time, salespeople and their customers sometimes forget to continue exploring how they can expand that relationship for more needed results.

During this meeting, you'll be asked to think about what your existing customer may not know about your offering and, also, what you may not know about them and their changing needs. Then, you'll have a chance to plan how to educate one another for the good of the customer and potentially an expanded account for you.

First of all, each salesperson, share one thing your top customers may NOT know about your company/solutions/etc. (This could be a new product, an improvement to your billing system, a new report on their industry, etc)

As a team, create a list of everyone's contributions and narrow the list to the *Top 10 Things Customers Don't Know About You*.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now, each salesperson list one thing you do NOT know about one of your top existing customers. (This could be a new CEO, a recent needs analysis, information about recent acquisition, etc)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

As a team, create a comprehensive list of ideas

- To educate your customers about the things they don't know and
- To educate you about the things you don't know.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Exercise:

One way to do this is to treat the existing customer like a new customer and complete a new needs analysis followed by a solution presentation that addresses the needs you discovered in your needs analysis.

First of all, choose one of your top existing customers and write a script for suggesting this needs analysis meeting. Remember, it must be in their best interest.

For example,

Mr. Customer, We have really enjoyed doing business with you for the past two years. So much has changed in both of our businesses since we first started working together and it would make sense to have a meeting to explore those changes. The goal of this meeting is to make sure that our solution continues to meet your needs in the very best way possible.

Write your script:

Now, you've gained the meeting. What questions will you ask to explore changing needs? The goals of this meeting are:

- To make sure that your current solution is still meeting their needs and, if not, adjust your offering to meet their changing needs and
- Uncover new needs and share new solutions to those uncovered needs.

As a team, create a list of Needs Analysis Questions to ask during meeting:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



collaborate, motivate, accelerate.

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