

The Successful Sales Meeting

Rich Casto

Learning music by reading about it is like making love by mail."

-Luciano Pavarotti
Have you ever

watched professional football players at training camp? The bulk of the practices are about tackling, catching, running, and passing...the fundamentals. These professional football players have been playing since their Pop-Warner football days. They started at six years old! Why would they spend so much time on the fundamentals? Without them, the most brilliant playbook is meaningless. When is the last time you visited "the fundamentals?"

Your sales meetings could be planned to perfection, your message inspiring. Even the bagels are warm... the cream cheese ripe with chives. Starbucks could be your meeting sponsor that day! Everyone is energized with uplifting music!

The screen is illuminating your first power point slide, reading WELCOME! Then you open your mouth. Five minutes later agents are checking cell messages. The people that were standing in the back of the room vanish. Snoring rumbles through out the room. Ouch!

My question... Can you hold a room? When is the last time you evaluated your presentation skills? When was the last time you had someone else evaluate your presentation skills?

The Assessment

As painful as this might sound, have someone video tape your sales meeting. Watch it. I remember the first time I watched myself. It took me a few hours. I kept getting up and leaving because of the painful experience. This is why it works. Visually you make mental notes of the good, the bad and the ugly. Your subconscious gets programmed. Keep watching the tape. After awhile, depending on your willingness, your sales meeting will start to transform.

The Basics

How do you hold a room? Easy:

1. Voice inflection. Monotone won't get it done will it? If you are passionate about your message the enthusiasm will be evident. Vince Lombardi said, "If you don't have enthusiasm I will fire you with enthusiasm."
2. Eye Contact. Scan your audience. Truly look into their eyes. You will get the sense if they are connected or off to the beach.
3. Use Their Names and ask questions. Sales meetings are 95 percent one-way communication. They never develop into agent gripe sessions. YOU are responsible for this. Enroll them in the meeting by using their names when you know you will get agreement. Example: "Should we advertise over priced listings? What do you think, Kim?"
4. Visuals. Use power point or a flip chart. This draws their attention and increases retention by 60 percent!

Practice

If you are committed to your agents then take the time to practice your presentation skills. Practice in front of those you trust. No one can tackle, catch or block without practice. If you truly want to get better have your agents evaluate your skills. Solicit their support. They will love you for it. Truly great leaders are vulnerable. Seeking support from your agents in your own personal growth will only increase your retention and better your relationships.

Managers who consciously make the commitment to improving their presentation skills truly serve their agents. You know the phrase, "Don't kill the messenger." When a manager loses a room...whose funeral is it?

Rich Casto is the Founder of The Real Estate Coaches, a Recruiting and Management Solutions Company that supports brokers, owners and managers in the management and recruiting solutions arena. Copyright© 2006, Rich Casto. All rights reserved. For more information, contact the FrogPond at 800.704.FROG(3764) or email susie@FrogPond.com; <http://www.FrogPond.com>.