

Sales Conferences

... involving the team and encouraging real actions

'Vision without action is a daydream. Action without vision is a nightmare'

Japanese proverb

Sales conferences can be the best or worst part of the year - for some they are a celebration of success, for others they are a post-mortem looking at failure. But all sales conferences could be a part of developing the business to fulfil its vision. Conferences can steady the enthusiasm of sales teams to meet with the needs of the business and respond to current issues within the market. They should be memorable occasions that motivate and enthuse the sales team, whether it has been a good year or not.

Sales conferences should not just be giving and presenting information to the delegates. They should include involvement, participation and idea generation by all attendees. The examples below show how this can happen.

Some examples of successful sales conferences:

Beat the Spec Breaker

- ▶ An interactive seminar that looked at:
 - ▶ What makes and breaks a specification
 - ▶ What helps and hinders the specifier
 - ▶ What helps and hinders the contractor
- ▶ The results of the event were plans to help:
 - ▶ Control the specification process better
 - ▶ Build relationships with those involved in specifying products

Corporate Vision

- ▶ A team activity ensuring that four parts of a business were united and worked together behind a newly formed vision for the whole company. The event included:
 - ▶ Small group work
 - ▶ Communication exercises
 - ▶ Discussion and decision making

Improving Our Margins

- ▶ A negotiation simulation that involved all delegates in exploring ways of improving margin for the business. The event included:
 - ▶ Negotiation simulations between buyers and sellers
 - ▶ Ways to improve margin
 - ▶ Real plans for the business

Business Simulation

- ▶ A team building competition that tackled the issues of resource management and production needs, as a result of sales decisions. The event included:
 - ▶ Understanding customer requirements
 - ▶ Making an offer to the customer
 - ▶ Production of the offer and its demonstration
 - ▶ Review and discussion
 - ▶ Real action plans for individuals and the business as a whole

Why?

Bringing together the corporate vision of the business with real tangible actions, whilst involving all conference attendees. Energising and motivating all delegates to put into practice the vision of the business.

Howitt Consulting can help this happen by creating and developing individually customised conference activities that combine the energy of the people with the needs of the business.

Want to know more . . . please contact Brian Boley at Howitt Consulting :

† 01858 540248

f 01858 540249

conferences@howittconsulting.co.uk