

The First FIVE Minutes

How to Inject Energy at the Start of
Remote Sales Meetings



The First Five Minutes Sets the Tone for Every Meeting

Last Year the Unthinkable Happened

No, not the pandemic and its variants sweeping around the world, but the remote work revolution. Once a passing fad, it is now a permanent fixture.

This impacts most dramatically the dynamics of weekly sales team meetings.

In a profession that thrives on internal motivation, remote meetings lack the emotional energy of people being in the same room together.

Smart sales leaders have learned how to inject a different kind of energy in the remote setting at the start of every meeting.

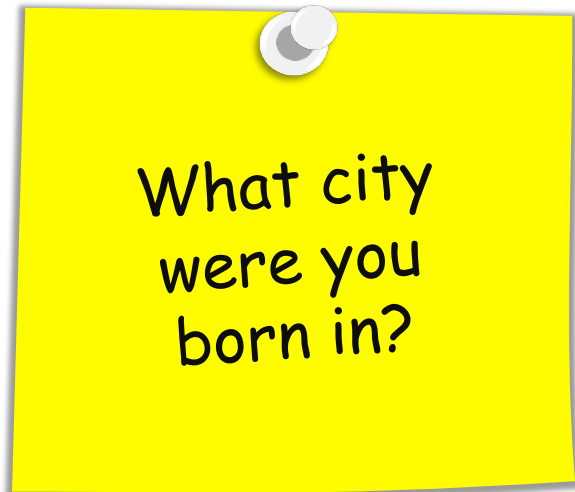
STEP ONE: Connect

Default: A few chatty souls talking about the weekend and the weather, everyone else is silent

Disrupt: Engage everyone in the meeting with a simple getting-to-know-you question using the chat feature of your software



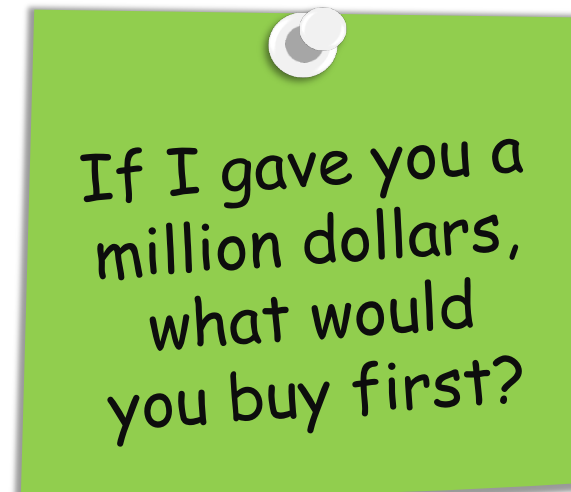
The First Five
Minutes Sets the
Tone for Every
Meeting



What city
were you
born in?



What was
your first
real sales
job?



If I gave you a
million dollars,
what would
you buy first?

STEP TWO: Celebrate

Default: Recognizing top performers in percentage of plan to date or the winners of a current contest at the end of the meeting

Disrupt: Provide meaningful words of affirmation and appreciation to as many as possible at the start of the meeting



The First Five
Minutes Sets the
Tone for Every
Meeting

Celebrate
sales leaders
and contest
winners, but...

Celebrate
most improved
and consistent
sales activity

Celebrate
birthdays,
anniversaries,
and personal
milestones

STEP THREE: Concentrate

Default: Jump right into the agenda of the meeting and watch your salespeople tune out

Disrupt: Introduce the main topic—or the first topic—of the meeting and demonstrate why this topic is so important

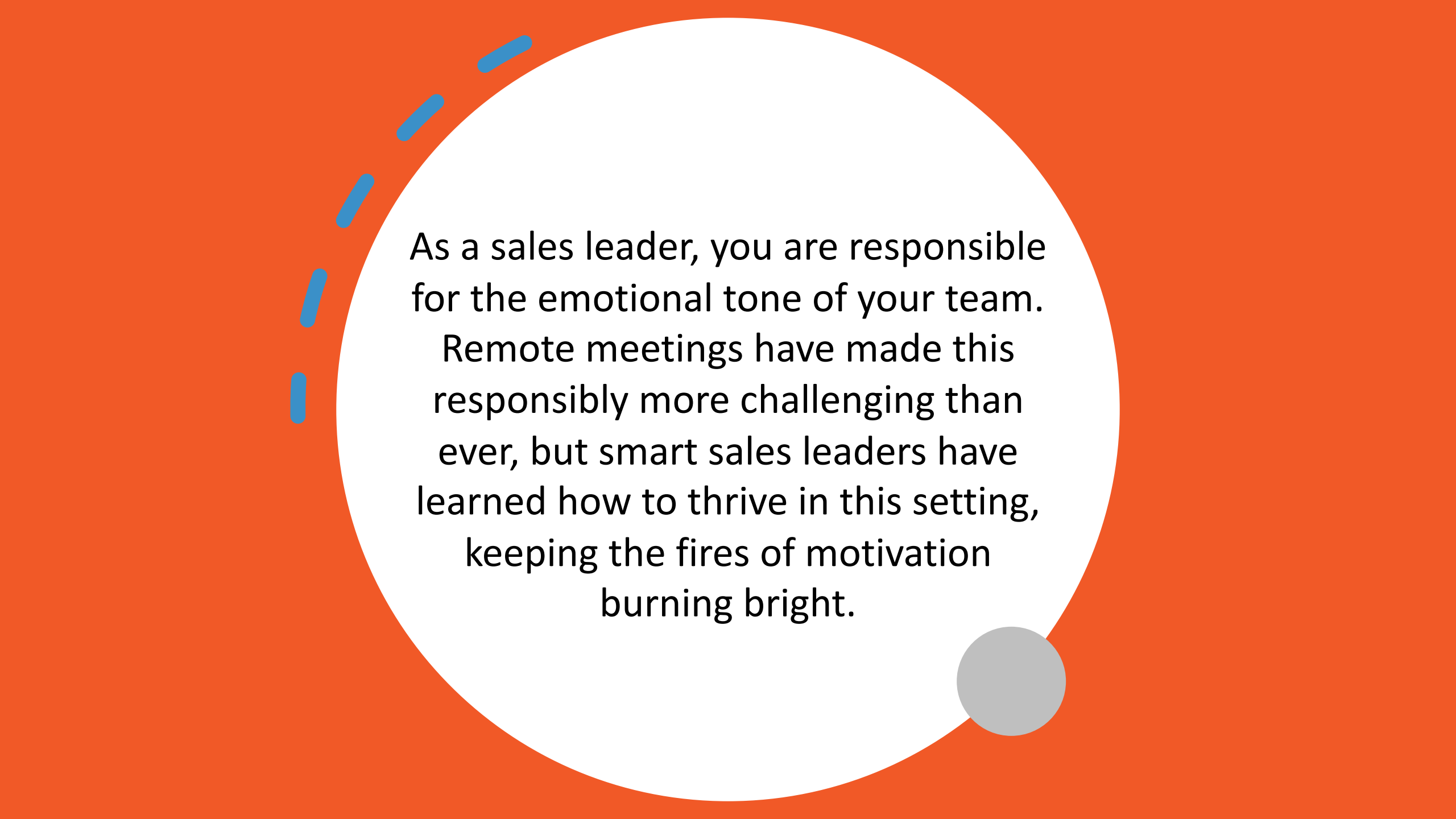
It's happened to all of us. You have a great first meeting with a perfect prospect. They responded to your email campaign, downloaded one of our whitepapers, and scheduled an appointment.

The second appointment, like the first one, went fabulous. And then ... nothing! The prospect and the company she works for goes completely dark, disappearing into a big black hole.

In today's meeting we're going to explore the essential sales skills you can master so this doesn't happen to you ever again.



**The First Five
Minutes Sets the
Tone for Every
Meeting**



As a sales leader, you are responsible for the emotional tone of your team. Remote meetings have made this responsibly more challenging than ever, but smart sales leaders have learned how to thrive in this setting, keeping the fires of motivation burning bright.



About Bill Zipp

Bill Zipp equips sales leaders to achieve long-term success with a people-centered approach to performance.

With over 20 years of experience in sales leadership and consulting, he helps heads of sales and their frontline leaders deliver year over year double-digit growth to the companies they serve. Bill's clients include Nintex, SAP Concur, PrimePay, SOVOS, and Businessolver.

P. 541.760.2625 **E.** bill@billzipp.com

 **BILL ZIPP**
