

Sales Meeting

January 12th, 2016 8:30 AM - 12:00 PM

HOST: Anne Summers

ATTENDEES: Bob Johnson, Anne Summers, Greg Jorgenson, Tom Witworth, Dave Hamilton, Brandon Conrad, Christina Merrild, Rachel Ranscht

1. Welcome 8:30 AM - 8:45 AM

Description We will be reviewing all sales performance for the sales reps in the US, UK, DE and FR offices.

General Comment The sales performance was good, but we need to grow by 20%.

2. Budget Forecast for 2016 8:45AM - 9:30 AM

Description Each manager will review their 2016 budget forecast

2.1. US & UK Manager

Bob Johnson The US & UK markets experienced a 15% growth from last year. Online sales increased, adding a positive number to the bottom line.

2.2. DE Manager

Anne Summers The DE Manager was not prepared for the sales meeting. We will need to review the sales figures after this meeting.

2.3. FR Manager

Christina Merrild FR market declined by 5%, this was due to tighter budget requirements and extended purchase cycles.

3. Problems and concerns from 2016

9:30 AM - 10:15 AM

Description	Each manager will discuss what issues they experienced in the 2015 fiscal year
General Comment	All in all, sales were good, the FR Market experienced a downturn, so we will need to address this for any possible solutions.

3.1. Strategies to overcome problems that were experienced in 2015

Description	Each manager is responsible for coming up with solutions and strategies to overcome the issues from 2012, so they will not be a factor in 2013.
Bob Johnson	We found success by focusing on niche markets and creating marketing campaigns targeting high need areas.
Christina Merrild	The FR market is becoming very difficult to get sales in, so we are exploring more exhibitions to locate a potential market sector that has the funds to purchase.
Tom Witworth	In a quick review of my numbers the DE market is strong and sales were good, however we were lucky with 2 big deals. This may not happen next year.
Conclusion	All strategies presented were good. It is clear that each territory needs to set aside 1 day for new strategy brainstorming. It is also clear that these strategies need to be evaluated to see what is working and what is not.

4. Break

10:15 AM - 10:30 AM

5. Sales and management tips, tricks and best practices

10:30 AM - 11:15 AM

Bob Johnson	It is mandatory that at minimum 1 day per week is set aside for new strategies. Each manager should evaluate what is working, and if there are any spinoff markets that could be focused on. That has proved successful in the US and UK. We are also leveraging our referral sources to stimulate new business.
Christina Merrild	A strong economy has led to success in DE, however we have targeted key areas of economic growth where we see our products providing solutions for issues. Localtrade journals listed a large number of organizations as well as contact names and numbers, and we are using this to create direct marketing campaigns to target those areas.

Tom Witworth We located specific areas of training organizations that are particularly interesting.

6. New product ideas for development

11:15 AM - 12:00 AM

General Comment With our current product offering, we have seen a trend towards more cloud based systems. Desktop software is still a powerful asset to an organization, but cloud technology seems to be the trend for the future.

Tom Witworth We should make a module that ties in social media likes with Google searches so that users can create custom search campaigns targeting specific requirements set for in an RFP.

Anne Summers A product that allows users manage their workforce in a pro-active manner would be great. Some type of system that ties in HR to sales figures. Since sales reps are only rated on their budgets, it would be nice to be able to rate their performance on other HR related parameters.

Conclusion **There were some good product ideas. It is clear that cloud technology is becoming more and more popular and we should keep this in mind when developing new products. I think it warrants a second meeting to focus specifically on new product ideas.**