

# Sales Meeting

16/08/2018 08:30 - 13:00

**Presenters** Jimmy Stewart, John Hamilton, Kara Martinez, Will Baker

**Attendees** Dawn Smith, Dennis Bachem, Edward Arroyo, Jimmy Stewart, John Hamilton, Kara Martinez, Liam Pettit, Will Baker

**Location** Conference Room

## 1. WELCOME

08:30-09:25

### Discussion

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

## 2. BUDGET FORECAST FOR 2018

09:25-10:20

### 2.1. US & UK MANAGER

Presenter(s): John Hamilton

#### John Hamilton

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

Presenter(s): Jimmy Stewart

#### Dennis Bachem

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

Presenter(s): Kara Martinez

#### Kara Martinez

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

## 3. PROBLEMS AND CONCERNS FROM 2018

10:20-11:10

### Discussion

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 2017

### Discussion

Each manager is responsible for coming up with solutions and strategies to overcome the issues from 2018, so they will not be a factor in 2019.

#### John Hamilton

We found success by focusing on niche markets and creating marketing campaigns targeting high need areas.

**Kara Martinez**

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.

**Dawn Smith**

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.

**Decision**

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 11:10-11:20**

**5. SALES AND MANAGEMENT TIPS, TRICKS AND BEST PRACTICES 11:20-12:10**

Presenter(s): Will Baker

**Dawn Smith**

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 spin off 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.

**Kara Martinez**

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. Local trade journals listed a large number of organisations as well as contact names and numbers, and we are using this to create direct marketing campaigns to target those areas.

**John Hamilton**

We located specific areas of training organisations that are particularly interesting.

**6. NEW PRODUCT IDEAS FOR DEVELOPMENT 12:10-13:00**

**Discussion**

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

**Kara Martinez**

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.

**Edward Arroyo**

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.

**Decision**

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.

**Tasks Summary**

Task	Due Date	Owner	Project	Completion	Priority
⚙ Please update the budget files and update the SharePoint folder	15/08/2018	John Hamilton, Will Baker		0%	*****

