



Consulting and Training | Reach New Heights

Course Name

Sales Meetings for Success

Sector Name

Sales, Marketing and Customer Service

Document Type

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Sales Meetings for Success

Course Introduction

Sales meetings are a critical moment of truth in the sales process. Whether conducted with prospects, existing customers, internal stakeholders, or cross-functional teams, effective sales meetings can move opportunities forward, strengthen relationships, and create clarity around next steps. Poorly planned or poorly led meetings, however, often result in wasted time, unclear outcomes, and lost momentum.

To support more structured and impactful sales interactions, **BOOST** has developed the **Sales Meetings for Success** course as a practical foundation for planning, conducting, and following up on sales meetings with confidence and purpose. The course is designed for sales and customer-facing professionals who are new to structured sales meetings or who want to improve their effectiveness in both internal and external meeting environments.

The course focuses on the full lifecycle of a sales meeting—from preparation and agenda-setting to communication techniques, engagement strategies, and post-meeting follow-up. Participants learn how to define clear objectives, manage time effectively, communicate value, handle questions professionally, and ensure that meetings lead to concrete actions and results.

Through practical explanations, realistic scenarios, and guided exercises, participants build the skills and confidence needed to run productive sales meetings that support relationship-building, decision-making, and sales success.

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Target Audience

- ✓ Sales executives and account managers
- ✓ Business development professionals
- ✓ Sales coordinators and support staff
- ✓ Customer relationship managers
- ✓ Newly appointed sales supervisors
- ✓ Professionals involved in client-facing meetings
- ✓ Employees transitioning into sales or customer-facing roles

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Learning Objectives

- ✓ Understand the purpose and importance of effective sales meetings
- ✓ Prepare structured and goal-oriented sales meetings
- ✓ Define clear agendas and expected outcomes
- ✓ Communicate confidently and professionally during meetings
- ✓ Engage customers and stakeholders effectively
- ✓ Manage time, questions, and discussions during meetings
- ✓ Handle common challenges in sales meetings
- ✓ Follow up on meetings to drive results and accountability

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Sales Meetings for Success

Course Outline

✓ DAY 1

Understanding Sales Meetings and Their Impact

- ✓ Role of sales meetings in the sales process
- ✓ Types of sales meetings (prospecting, review, negotiation, internal)
- ✓ Common challenges and pitfalls in sales meetings
- ✓ Aligning meetings with sales objectives
- ✓ Understanding stakeholder expectations
- ✓ Setting the foundation for successful meetings

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Course Outline

✓ DAY 2

Planning and Preparing for Successful Sales Meetings

- ✓ Defining meeting objectives and desired outcomes
- ✓ Preparing agendas and discussion points
- ✓ Researching customers and stakeholders
- ✓ Structuring meeting flow and timing
- ✓ Preparing materials and key messages
- ✓ Anticipating questions and objections

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Course Outline

✓ DAY 3

Communication Skills During Sales Meetings

- ✓ Professional verbal and non-verbal communication
- ✓ Active listening and effective questioning
- ✓ Presenting ideas and value propositions clearly
- ✓ Engaging participants and encouraging interaction
- ✓ Managing different communication styles
- ✓ Handling interruptions and side discussions

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Course Outline

✓ DAY 4

Managing Challenges and Driving Decisions

- ✓ Managing difficult participants or situations
- ✓ Handling objections and concerns professionally
- ✓ Keeping meetings focused and on track
- ✓ Facilitating discussions and decision-making
- ✓ Managing virtual and hybrid sales meetings
- ✓ Maintaining confidence under pressure

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Course Outline

✓ DAY 5

Follow-Up, Evaluation, and Continuous Improvement

- ✓ Documenting meeting outcomes and agreements
- ✓ Effective follow-up and action tracking
- ✓ Communicating next steps and responsibilities
- ✓ Evaluating meeting effectiveness
- ✓ Continuous improvement of sales meeting skills
- ✓ Personal action plan for sales meeting success
- ✓ Course review, reflection, and next steps

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 9, 2027	Aug. 13, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 2, 2026	Nov. 6, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai

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info@boostuae.com info@boostorg.com

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