

## MEETING AGENDA

This meeting will give an introduction to Sales. In simple terms, a sale is a transaction between two or more parties, typically a buyer and a seller, in which goods or services are exchanged for money or other assets

### RESOURCES

#### TIPS & TEMPLATES

- [How to Build a Sales Process](#)
- [The Complete Guide on How to Sell 2022](#)

#### BLOGS

- [Sales Techniques for a stunning Introduction](#)
- [Kimavi: Introduction to Sales](#)



"What differentiates sellers today is their ability to bring fresh ideas."

**JILL KONRATH**  
SALES STRATEGIST

### AN INTRODUCTION TO SALES

Selling a useful product and maintaining strong sales relationships with clients helps build trust with customers. When customers trust you and your product, they'll refer you to their friends and colleagues. Successful referrals and strong customer relationships lead to more sales, which helps your company earn stronger profits.

The sales cycle helps you follow a solid routine each time you're making a sale to remain in control from the prospect stage to the referral stage. Here are the seven stages of the sales cycle:

7 Stages of the Sales Stages:

1. Prospecting: Finding your Dream Client
2. Make an appointment
3. Qualify the leads
4. Present your product and its values
5. Answer questions and respond to objections
6. Close the sale
7. Request referrals

### ACTIVITY:

#### SALES STAMINA

Goal: Not to run out of benefits for describing a simple object.

Purpose: Learning to develop an endless stream of ideas.

Requirements: Creativity.

Instructions: Kick off a group discussion about how awesome a random simple object is. Clockwise, participants take turns naming another one until someone runs out of ideas. That person is out for the round. Last player standing wins the game. For a pen it could go like this:

- "Yes, and it has a nice color."
- "Yes, and it feels light in the hand."
- "Yes, and it's still sturdy."
- "Yes, and it's small enough to fit in your pocket."
- ...and so on.

### DISCUSSION QUESTIONS

- **What is the difference between understanding how to be a successful salesperson and understanding why to be a successful salesperson?**
- **What type of sales promotions do you feel are most effective for college students?**