



This page provides **Manager's Notes for Participant Handout Page 1**. Use as a reference and guide for planning and leading an interactive sales meeting. It is meant to be a general guide and not a script. Add your own examples and wording.

<b>Manager's Notes for Participant Handout Page 1</b>		
<b>Selling More Products Overview and Application to Your Business</b>		Notes
<b>Estimated Time</b>	15 minutes	
<b>Purpose/Objectives of this page</b>	<ol style="list-style-type: none"> <li>1. State the overall purpose of the teaching session (see comment #1 in Teaching Tips and Suggested Sequence that is shown below).</li> <li>2. Use a teaching video to highlight why it is so desirable to sell more products to existing customers.</li> <li>3. Discuss as a sales team how customers will benefit by buying more products from your company.</li> </ol>	
<b>Teaching Tips and Suggested Sequence</b>	<ol style="list-style-type: none"> <li>1. Welcome everyone to the meeting. Begin this teaching session by saying something like, "The purpose of this segment of the sales meeting is to improve our ability to sell more products and services, and to shorten the sales cycle when doing so." Add a comment such as, "We will use a teaching video to reinforce some key points throughout today, and also do a lot of discussion and other activities." It should only take you a couple minutes to make these opening remarks.</li> <li>2. Start the <b>Selling More Products to Existing Customers Teaching Video</b> and play all of Video Segment #1. Pause it at the suggested time. This video segment takes a few minutes.</li> <li>3. After you pause the video, tell everyone to then individually answer the question at the bottom of page 1: <b><i>"How could it benefit a customer to buy more products from us?"</i></b> Give them a couple minutes to privately write their individual answers.</li> <li>4. You facilitate a discussion by asking each person to share their answers on how it would benefit customers to buy more products from your company. <b>Important:</b> Tell everyone, "Write the answers that you hear from the other salespeople on to page 1 because these collective answers will be used later today." Make some additional comments of your own. Depending on the size of the group, this step might take 5 minutes or longer.</li> </ol>	