



Face to Face Selling Skills – Module 9

Post meeting actions

Key Points Summary

Use this summary to remind yourself about the key points in this Module

- Many customers are critical about suppliers' ability to follow up
- It is the sales person or account manager's responsibility to ensure that both sides complete the agreed action
- Always agree the next steps verbally before you leave the meeting
- Always confirm the next steps in writing after the meeting
- Use a simple action checklist to ensure everyone knows what to do by when
- Check that the right actions will be completed on time
- Use the action template with the customer to check completion
- Consider what you have learned from each meeting
- Note the new learning in your company's data collection system
- Identify the specific personal learning - what will you do differently next time?
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