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Sales Meeting Agenda

A sales call agenda is a plan or outline of topics that will be covered during a sales call with a potential customer. It helps ensure that the call stays focused and productive, and helps the salesperson know what to cover and in what order.

Here are some common items that might be included on a sales call agenda:

1. Introduction: This is a chance for the salesperson to introduce themselves, the company they represent, and the product or service they are selling.
2. Customer needs assessment: The salesperson should try to understand the customer's needs, challenges, and goals in order to tailor their pitch.
3. Product or service presentation: When the salesperson presents the product or service in detail, highlighting its features, benefits, and value proposition.
4. Handling objections: The customer may have questions or concerns about the product or service, and it's the salesperson's job to address these objections.
5. Closing: If the customer is interested in the product or service, the salesperson should try to close the deal by making an offer and trying to secure an agreement or commitment.
6. Next steps: Even if the customer is not ready to make a purchase, the salesperson should try to move the conversation forward by setting a follow-up meeting or call, or by gathering additional information that will help them tailor their pitch more effectively in the future.

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