LAB ACCOUNTABILITY MEETING STRUCTURE

OVERVIEW: Each week, schedule an accountability meeting at the same time, on the same day of the week. Budget at least 8 minutes per meeting attendee—so, for a group of 5 salespeople, budget about a 45 minutes, with additional time for role plays.

1. TAKEAWAYS

[1 Minute/Participant]

Begin the meeting by going around the group, giving each person the opportunity to share a number one takeaway from the most recent module. Keep this part short and move along quickly.

2. QUESTIONS

[2 Minutes/Participant]

This part is a group discussion. Ask the group to share any questions they have based on the module. [Have two questions prepared that you can ask if nobody is forthcoming with a question to start.]

- Don't answer any of the questions yourself. Encourage others in the group to share what they think is the answer or solution.
- Your job in this discussion is simply to guide the conversation, not provide answers.
- Only at the end of this discussion should you share your thoughts on the discussed questions, if necessary.

3. LAST WEEK'S COMMITMENTS

[1 Minute/Participant]

Go around the group, reading each individual's commitments from last week and asking whether the commitments have been completed. If so, be sure to celebrate the completion of the commitment. If not, ask why.

4. THIS WEEK'S COMMITMENTS

[2 Minutes/Participant]

Go around the group, asking each person to share three new commitments based on what was learned this week. Be very clear that a commitment is a specific task that is measurable. Here are some examples:

Weak example commitments:

- Use my Opening Play
- Try the Prospecting Call Script
- Be distinct

Strong example commitments:

- Use my Opening Play with 40 prospects this week
- Make 50 prospecting calls this week
- Use my Disqualification Questions with 10 prospects

Notice that the weak examples are vague and wishy-washy, while the strong examples are completely measurable. Be sure to take detailed notes of each salesperson's commitments so you can review them in the next week's meeting. Also, have everyone write down their commitments so they don't forget them.

5. ROLE PLAY (OPTIONAL)

[8 Minutes]

Either create your own role play scenario or use a scenario on the following pages. Break into teams of two and allow reps to each take a turn at playing the salesperson then prospect.

6. NEXT STEPS

[2 Minutes]

Close the meeting by explaining what is expected at next week's meeting. This includes completing the next module and following through on their commitments.

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SALES INSIGHTS LAB ROLE PLAYS

INSTRUCTIONS: For all role plays, describe your ideal prospect in very basic terms for your partner (trust their imagination!) so that they can act accordingly.
As the partner playing the prospect, be easy on your partner! Don't insert wrenches into the situation unless your partner asks you to.

PROSPECTING

Difficulty: Medium
Where: Prospecting call or door-knock
Scenario: Prospect answers with a friendly voice
Goal: Get them engaged

Difficulty: Hard
Where: Prospecting call or door-knock
Scenario: Prospect answers, but is busy from the start
Goal: Get them engaged

Difficulty: Hard
Where: Prospecting call or door-knock
Scenario: Prospect answers, but says they're all set/working with someone already
Goal: Get them engaged

Difficulty: Medium
Where: Trade show booth area
Scenario: Prospect is walking by
Goal: Get them engaged

INSIGHT

Difficulty: Easy
Where: Networking event
Scenario: Introduce yourself, then start the conversation with your Opening Play
Goal: Get them engaged

Difficulty: Medium
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend that you've already exchanged pleasantries, then dive right into your Whiteboard Pitch
Goal: Get them engaged

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DISQUALIFY

Difficulty: Medium
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend that you've already exchanged pleasantries, then ask your prospect about a key challenge, and go through disqualification process
Goal: Take them through disqualification process

Difficulty: Hard
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend that your prospect makes a vague statement in response to one of your Disqualification Questions
Goal: Go deeper! Get them to unpack their statement

DISQUALIFY

Difficulty: Medium
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend you've finished disqualification and you think they're a good fit
Goal: Take them through next steps

Difficulty: Medium
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend you just gave your price range, and they say "that's way too expensive" / "that's much more than I was expecting"
Goal: Go deeper into budget

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SOLVE

Difficulty: Easy
Where: Presentation meeting (Zoom or Face-to-Face)
Scenario: Present just one part of your offering using lots of feedback loops
Goal: Use as many feedback loops as you can (at least 5!)

Difficulty: Hard
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: You expected to meet with all decision makers, but some aren't present
Goal: Be direct and ask if they're comfortable making the decision on their own

Difficulty: Medium
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend that you've reached the end of your presentation and you're about to ask "What would you like to see happen next?"
Goal: Get them to solid next steps

Difficulty: Medium
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend that you've just heard an objection
Goal: Handle the objection

NEXT STEPS

Difficulty: Easy
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: You're at the end of a successful discovery meeting and the prospect is qualified
Goal: Schedule a next meeting using the next steps approach

Difficulty: Medium
Where: Scheduled discovery meeting (Zoom or Face-to-Face)
Scenario: Pretend you're in onboarding and they're excited
Goal: Ask for introductions

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