

# SALES MEETING 2012

**DATE/TIME:** Monday, June 18, 2012 08:30

**PRESENTER:** Adam Martingano

**NOTE TAKER:** Adam Martingano

**ATTENDEES:** Tom, Ulrik, Greg, Adam Martingano

## 1. Overview of last years performance

08:30 - 08:45

 [budget-2012.xlsx](#)

We will be reviewing all sales performance for the sales reps in the US, UK, DE and FR offices.

### Notes

**General Comment:**

The sales performance was good, but we need to grow by 20%.

## 2. Budget Forecast for 2013

08:45 - 09:30

Each manager will review their 2013 budget forecast

### 2.1. US & UK Manager

#### Notes

**Adam Martingano:**

The US & UK markets experienced a 15% growth from last year. Online sales increased, adding a positive number to the bottom line.

#### Tasks

**Ulrik:**

Task	Due Date	Project	Priority
Update all budget files and prepare for the 2013 forecast	Monday, June 18, 2012		Normal

### 2.2. DE Manager

#### Notes

**Adam Martingano:**

The DE Manager was not prepared for the sales meeting. We will need to review the sales figures after this meeting.

#### Tasks

**Tom:**

Task	Due Date	Project	Priority
Update all budget files and prepare for the 2013 forecast	Monday, June 18, 2012		Normal
Tom, send the DE budget for 2102	Tuesday, June 19, 2012		High

### 2.3. FR Manager

#### Notes

**Adam Martingano:**

FR market declined by 5%, this was due to tighter budget requirements and extended purchase cycles.

#### Tasks

**Greg:**

Task	Due Date	Project	Priority
Update all budget files and prepare for the 2013 forecast	Monday, June 18, 2012		Normal

### 3. Problems and concerns from 2012

09:30 - 10:15

Each manager will discuss what issues they experienced in the 2012 fiscal year

#### Notes

##### General Comment:

All in all, sales were good, the FR Market experienced a downturn, so we will need to address this for any possible solutions.

### 3.1. Strategies to overcome problems that were experienced in 2012

Each manager is responsible for coming up with solutions and strategies to overcome the issues from 2012, so they will not be a factor in 2013.

#### Notes

##### Ulrik:

We found success by focusing on niche markets and creating marketing campaigns targeting high need areas.

##### Greg:

The FR market is becoming very difficult to get sales in, so we are exploring more exhibitions to locate a potential market sector that has the funds to purchase.

##### Tom:

In a quick review of my numbers the DE market is strong and sales were good, however we were lucky with 2 big deals. This may not happen next year

#### Conclusion

All strategies presented were good. It is clear that each territory needs to set aside 1 day for new strategy brainstorming. It is also clear that these strategies need to be evaluated to see what is working and what is not.

### 4. Break

10:15 - 10:30

### 5. Sales and management tips, tricks and best practices

10:30 - 11:15

#### Notes

##### Ulrik:

It is mandatory that at minimum 1 day per week is set aside for new strategies. Each manager should evaluate what is working, and if there are any spinoff markets that could be focused on. That has proved success in the US and UK. We are also leveraging our referral sources to stimulate new business.

##### Tom:

A strong economy has led to success in DE, however we have targeted key areas of economic growth where we see our products providing solutions for issues. Local trade journals listed a large number of organizations as well as contact names and numbers, and we are using this to create direct marketing campaigns to target those areas.

##### Greg:

We located specific areas of training organizations that are

### 6. New product ideas for development

11:15 - 12:00

#### Notes

##### General Comment:

With our current product offering, we have seen a trend towards more cloud based systems. Desktop software is still a powerful asset to an organization, but cloud technology seems to be the trend for the future.

##### Tom:

We should make a module that ties in social media likes with Google searches so that users can create custom search campaigns targeting specific requirements set for in an RFP.

##### Ulrik:

A product that allows users manage their workforce in a pro-active manner would be great. Some type of system that ties in HR to sales figures. Since sales reps are only rated on their budgets, it would be nice to be able to rate their performance on other HR related parameters.

#### Conclusion

There were some good product ideas. It is clear that cloud technology is becoming more and more popular and we should keep this in mind when developing new products. I think it warrants a second meeting to focus specifically on new product ideas.