

# 4 Things Meeting Planners Want From Their Sales Professionals

by The American Meetings Network

What influences buying decisions for today's Sourcing Managers and Meetings Planners?

Here are 4 seller capabilities that every Meetings Industry sales professional should master.



## 1 Understand Their Business

Do your homework and research your prospective client so you can make valuable recommendations – never start a meeting with “So, tell me about your company”.

## 2 Maintain Exceptional Communication Skills Throughout The Entire Sales Cycle

From listening actively and asking insightful questions to virtual presentations and negotiation, today's Meeting Planners expect that every interaction is both clear and compelling.

## 3 Master The Post-Sale

Suppliers often aren't focusing enough on what happens after the sale. Maintain communications with your clients – Birthday cards, holiday emails and touch-point email marketing are all effective methods to stay front of mind.

## 4 Provide Insight and Perspective

Suppliers need to be able to differentiate themselves against their competition. Providing well informed insights and perspective (or, failing to) can often make the difference in the buying decision.

**Master these 4 seller capabilities and watch your sales soar!**

Join us at one of our Global Procurement Days and learn more about how AMI's Meeting Planners and Sourcing Managers make their buying decisions.

For More Information Contact Paul Steinmetz at t (954) 440-1274 or [psteinmetz@AmericanMeetings.com](mailto:psteinmetz@AmericanMeetings.com)