

# Sales Meeting Kit

## Using Better VBRs to Get Better Quality Appointments

Whenever clients and prospects are asked to take time out of their busy schedule, they deserve to be told the reason why. Hence, the concept of the *Valid Business Reason*.

When asking for the appointment... your salespeople should always use a Valid Business Reason. Not just the first time they contact a new prospect... but every time they ask any prospect or client to carve out time for them.

Without a valid business reason, appointments turn out to be unfocused and non-productive. Getting good at developing VBRs, and becoming disciplined in using them, is the topic of this Sales Meeting Kit.

### Note:

There are two handouts you need to download from the Resource Center and print before the meeting. You can search by title or document ID number.

- At :05 Valid Business Reasons (document ID #2509)
- At :30 Valid Business Reason Worksheet (document ID #2414)

:00

Begin by stating the purpose of the meeting... ***How to get better and more focused appointments by clearly articulating a Valid Business Reason.***

Start by asking for a definition of VBR. List the responses on a flip chart until you get something that sounds like:

*A Valid Business Reason is a statement of the purpose of your call **from the customer's point of view** (what's in it for them as opposed to just what's in it for us).*

:05

**Distribute “Valid Business Reasons” handout.**

Have them read through the material on the front of the page, and at least three of the examples on the back of the page. Discuss as necessary.

:10

Have people pair off for the next exercise.

Ask them to take about three minutes to list all the benefits *to them as sellers*, when we develop a clear Valid Business Reason in advance of every meeting.

:13

Have each pair read their list. Record unduplicated answers on the flip chart.

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Add these answers *if they are not mentioned*:

- ✓ Makes getting the appointment easier and a lot more likely!
- ✓ Shows that we have been thinking about and preparing for this meeting.
- ✓ Minimizes the risk of an unproductive meeting by precisely setting forth the objective of the call.
- ✓ Helps us use our time wisely during the call.
- ✓ Positions us early on as being efficient and recognizing how valuable time is.
- ✓ Helps us to be more focused in our approach.

**:20**

Now let's think about it from the customer's point of view. What are the principal benefits for your customers when we use a clearly articulated VBR?

Take responses from the group and record them on the flip chart.

Add these answers *if they don't come up*:

- ✓ Helps them to see why investing time with us could be valuable.
- ✓ Makes the meeting more efficient, and not a waste of their valuable time.
- ✓ Allows them to budget the proper amount of time for the meeting and to avoid schedule conflicts.
- ✓ Allows them to prepare for the meeting.
- ✓ Takes away any element of deception in obtaining an appointment... no unpleasant surprises for the customer.

**:25**

Pose this question to the group: *With so many good reasons to have a Valid Business Reason, why do we sometimes proceed without one?*

Entertain a short discussion on this issue. No need to list answers on the chart... just a little catharsis.

Some reasons *in case you don't get any*:

- ✓ We forget.
- ✓ It's easier to just wing it.
- ✓ We prefer to leave things a little undefined.
- ✓ We can't really think of a VBR for this call (should this call be made?).
- ✓ We know the client well already (so they'll let us in without one... sometimes).
- ✓ We're afraid the client won't give us an appointment if they know the true reason for the call.

*Let's do a little planning.*

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**:30** Distribute 3 “Valid Business Reason Worksheet” handouts to each sales person.

Ask everyone to think about three appointments they plan to set this week. Have them make notes for each of the three appointments. Point out that VBRs are appropriate for *all* meetings with prospects and clients, so not all of the appointments they plan for need to be with people they have never met before (although at least one appointment *should* be with someone they are seeing for the first time).

**:40** Have the pairs work together to share at least one of the VBRs they prepared for their next three appointments. Have the *listening partner* suggest ways to strengthen the VBR by phrasing it even more clearly from the *customer's* point of view.

**:50** Go around the room and have each person share with the group their best example from the three VBRs they prepared.

**:60** Adjourn.