

Portfolio Note: This article was written for a livestreaming video company as part of a series on sales meetings alternatives.

Essentially, the brand is built around being able to livestream into offices and wants to pivot companies away from office meetings and more toward streaming alternatives.

This article required a fair amount of research, as the client wanted specific stats to back up their claims. I also optimized the content for SEO along the way and provided the attached metadata for easy uploading.

Traditional Sales Meetings Are Failing (And What You Should Do About It)

META DESCRIPTIONS

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<Meta Description>: Traditional sales meetings are broken. From meeting mismanagement to a lack of engagement, it's no wonder some employees take a nap instead. Here's how to fix it.

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Office employees often experience a love-hate relationship with sales meetings. According to a [survey of 1000 individuals](#), Igloo found that only 53% of employees think sales meetings are productive.

What's worse: When it comes to sales meetings, [the complaints are often the same](#). Meeting mismanagement, a lack of employee engagement, or failing to talk about real business issues can damage the effectiveness of this essential business tool.

So, let's talk about how to fix it. Here are 7 common objections to meetings and how to overcome them:

1. The sales meeting is always led by the same person.

This can be a real problem for a number of reasons and can result in frustration with the meeting process. If an employee has heard the sales manager talk about getting the numbers up once, they've probably heard it before.

This can be particularly frustrating if an employee doesn't connect with that individual on a personal or professional level. Even the most well-liked employee in an office environment may have some friction with a colleague.

Solution: Take turns hosting a meeting.

Switching hosts is a quick and effective way to shake up a sales meeting. Whoever runs the meeting should be [both trusted and respected by the team](#). Give employees a chance to hear from different leaders and decision-makers, even if the message is essentially the same.

For smaller offices, retail chains, and satellite locations, allowing employees to run a meeting can give new leadership and growth opportunities while providing fresh insight and perspective to other employees.

But what happens when leadership is outside the store?

That's where video technology comes in to play. A live broadcast from executives and corporate decision makers can be a meeting game-changer, especially when ground-level employees have the ability to ask questions in real time or add their reactions, voice, and insight to the conversation.

2. The meeting content is boring and unengaging.

There's no way around it: studying spreadsheets, graphs, and charts may be a necessary evil of the sales meeting.

If your team is focused around driving metric goals, a column of calculations might be enough to keep the high performers and number crunchers engaged. For everyone else, it's probably a bore.

For most employees, black and white text on a printed handout is about as boring as reading a textbook in a mandatory training course. Especially if the messaging is the same thing they hear every week ("Let's get those numbers up!"), it's likely that your meeting content is falling on deaf ears.

Solution: Design interactive content.

[According to Doodle](#), 23% of employees in the US spend more than 5 hours a week in meetings. That's half a workday just sitting and listening to someone talk about content that might not interest them in the first place!

Whether you design quizzes, create worksheets, or break teams into groups, consider adding a touch of interaction to your sales meetings and empowering your attendees to take expand on your messaging.

[81% of marketers](#) will tell you that customers love quizzes and interactive content. Asking someone to engage with the content grabs attention more effectively and enhances brand retention. Utilizing those same strategies in your meeting can help you promote your objectives in a unique and interesting way.

3. The sales meeting never ends.

The first recorded expression of a "[captive audience](#)" goes back to 1902, and while it might not have been a direct reference to modern sales meetings, it could've been.

If you've ever been part of a neverending meeting, you know exactly what we're talking about: The speaker goes on, and on, and on, and on. It never stops!

This wouldn't be a problem, except that every employee in the meeting has other obligations to fulfill. When a sales meeting runs long, the entire organization suffers. Employees have to scramble to catch up on late workload and customers may be put on hold while everyone plays catch up.

The entire scenario is a setup for failure.

Solution: Keep it to the point.

Gathering everyone for a meeting is hard work, and some managers might feel obligated to use any extra time they have to spare. That methodology leads to long, drawn-out, and restless meetings.

Instead, keep your meetings direct and to the point.

Instead of gathering everyone into a boardroom or an office, huddle around a watercooler or in a hallway. Don't let people get comfortable. Give the clear (and accurate) impression that this meeting won't take very long.

[According to a 2014 study](#), employees who stood for meetings – especially in office environments where sitting was the norm – were more excited around the creative process. A short and simple huddle may be all your team needs to get back on track.

Better yet: Hold your meeting through a video platform.

With video, you never need to worry about corralling your distributed teams into one place. Say goodbye to the boardroom shuffle!

Even over video, we still recommend keeping longer meetings to around 15-18 minutes. That's the length of your average TED Talk which, as [TED curator Chris Anderson explains](#) is "long enough to be serious and short enough to hold people's attention".

Grab a stopwatch. Set a timer. Do what you have to do to keep your meeting short and to the point.

4. The meeting content is too one-sided.

What do employees do during meetings?

According to data compiled through [Atlassian](#), the average meeting goes says they've daydreamed (91%), slept (39%), or did other work (73%) during a meeting. 96% of employees said that they've just missed meetings altogether.

There's a pretty simple reason for it: If employees can't take anything away from a sales meeting – if there's nothing in it for them other than being "talked at" about sales goals and corporate expectations – it's hard to blame them for zoning out.

Solution: Have an interactive conversation.

Without a doubt, employees are looking for something from their leadership team. In the book *What People Want*, Terry Bacon asks 500 U.S. employees [what they're looking for from leadership](#).

As you might expect, honesty, fairness, trust, and respect are at the top of the list. But out of the top responses, one stands out as an odd duck: 77% of employees say that they want to collaborate with their managers and leadership teams!

Give your teams the ability to brainstorm, share, and contribute their own ideas to the conversation. In the boardroom, you might do this by having people submit questions. Digitally, a [moderated chat platform](#) can give the same interactive feel.

Don't just ask your employees to endure your sales meeting. Give them ways to contribute to your initiatives. In doing so, you'll increase the energy in the sales meeting and buy-in from meeting attendees.

5. The meeting wasn't actionable.

Have you ever walked out of a sales meeting wondering if the point of the meeting was the meeting itself? It's easy to get caught up in the idea that a daily or weekly sales meeting is the solution to every single problem.

That's not the case, especially if the host didn't adequately prepare for the meeting. Without adequate preparation and targeted, relevant content, the meeting might be a waste of time and money.

That lack of preparedness can get expensive quickly, especially when you consider that [the average employee attends about 62 meetings per month](#)! Executives spend 40-50% of their working hours in meetings, and most statistics point out that at least 33% of those meetings are poorly run.

What can you do about it?

Solution: Create a meeting agenda.

You probably saw this one coming, but the solution is pretty simple: Plan out the meeting in advance.

Whether the host needs to build an agenda and send it out or bring in a partner to analyze the meeting content, going into the meeting with a plan in place sets the team up for greater success.

If the content isn't lining up, or the meeting really comes down to a paragraph (or less) of content, maybe [sending an email](#) is a better solution.

Working from an agenda keeps everyone on track and ensures that both employees and managers are using their time strategically. This is especially true when sales meetings are more interactive, collaborative, and value-driven for your workforce.

Remember: At the end of the day, the goal of a meeting isn't to have a meeting. Whether you meet over a boardroom or through a video chat, help your teams communicate more effectively by going in with an agenda and sticking to it.

Upgrade Your Next Sales Meeting

While empowering your sales force through collaboration and interactive content might sound easy, it can be pretty difficult without the right tools.

The great news is that Brandlive makes it easy to create incredible meeting platforms for your employees and customers with all of the interactive and collaborative content built in!

If you're ready to upgrade your next sales meeting, [contact us today for more info](#).