

Main Identity

From: "Webmarkworld - Judy and Bill Gibson-Patmore" <mail@webmarkworld.com>
To: <bill@webmarkworld.com>
Sent: Wednesday, 10 March 2004 12:07 p.m.
Subject: Neen James Communications for February



Neen James – Speaker and Corporate Trainer – will show you how to achieve amazing things in your life by boosting your confidence & being incredibly organised

"Ask Neen how you can boost your confidence with presentation skills"

February 2004

As you know in 2003 I became a partner in the Cicero Project. We work with individuals and corporates to help capture, package and deliver what you want to say. We help you boost your presentation skills. Many of you have asked how we can help you. We run workshops for corporates internally, we also conduct one on one coaching and have public courses available to you as well. This is an exciting program and if you would like to know more check out www.ciceroproject.com - I would be delighted to work with you on your presentation skills.

cicero.
project



"Your presentation was very interesting, informative and very energetic and was enjoyed by all members. With comments such as "Neen was super....can we have her back?" and "Neen James was an excellent speaker" we would love you to come back and speak at our meeting again".

A. Lydamore - First National Real Estate

10 Tips on How to Set Agendas at Meetings

Often when I am working with sales teams on a new client pitch or product launch they ask if there is a secret to a successful pitch or meeting. I believe there is. Set an agenda. Too often we run in the presentation with our 'spiel' and we don't take time and stop and find out what others in the meeting what to know or hear. Listed below are some tips you can apply to ensure your sales pitch, or any meetings you have, are more effective.

Before the meeting

1. Phone ahead – contact your potential new client and confirm the meeting time, location, power options i.e. power points and the number of people attending. This allows you to have sufficient copies of material if required.

2. Find out who the decision makers are – as part of your confirmation phone call, find out the names and titles of all people attending the meeting. This will assist you prepare and may give an indication of who the decision maker is.

During the Meeting

3. Write up an agenda – before you open your laptop or launch into your presentation, take a few minutes to write up an agenda everyone can see.

4. Use a Whiteboard or blank piece of paper to capture agenda items

– Ask everyone at the meeting “What is on your agenda for our meeting today?” Some people may be surprised you asked the question so take time to allow people to think about their response.

5. Use different colour pens for each person’s agenda item – if you

have a white board or flipchart, use different colours for each person. If you are using a piece of paper use colours if you have them. This allows you to quickly identify what is important to each person.

6. Check the timing of the meeting – confirm with the attendees

“Do we have until 1.00 PM together today?” This will allow all participants to agree or provide you with information if they have to leave earlier to attend to another matter. This can be critical when pitching a new product or ideas, as you want to ensure the decision makers are available for the important components of your discussion.

7. Identify global (strategic) and local (specific) agenda items – when

reviewing the agenda. Look for the distinction between the two types of agenda items and make note of whom they belong to. This will help you address them throughout the meeting.

8. Ask how everyone “feels” about the meeting – it is important to

get a sense for how people are feeling about the meeting. This can include the investment in time they are making, anticipation of what you have to offer, concerns about the product or company. In business we don’t always take time to acknowledge feelings that enter a meeting but feelings affect our decision-making.

9. Keep asking for agenda items – you may need to continue

asking, “Is there anything else?” If everyone says no, you may need to ask again “if there was something else, what would it be?” This allows everyone time to declare every agenda on their mind.

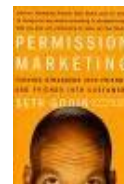
10. Check for hidden agendas – in most meetings there is also a

hidden agenda. It is simple to find out what this is – just ask the question – “What other agendas are there for this meeting?” Alternatively you might state “There always seems to be another agenda with most meetings I attend, is there another agenda today?” It is important to find out if there are other drivers, decision-making criteria or other concerns before you begin the meeting.

This may seem like a long process but it is such a valuable one. Setting agendas for a meeting shows your potential (or existing) client you value their time, you want to cover information or content that is relevant to them, you haven’t come in to just “sell” your services or product. When you invest in setting agenda you can speed up the meeting by addressing each item,

Neen’s Recommended Reading for the Month

Permission Marketing



Seth Godin

Seth Godin is described as the ultimate entrepreneur for the Information Age.

Recommended Networks



Check out the fantastic Business Women’s Breakfast series in Sydney and Melbourne run by [Centrum Events](#) - it is a fantastic opportunity to hear a great speaker, network with like minded business women and a great way to catch up with friends each month.



NETWORKX (Melbourne based) is a great network that focuses on staging

focus your presentation on the aspects most important to your potential client, demonstrate respect for their investment in time and their concerns or feelings about the meeting.

If you hold regular team meetings it is also valuable to have a specific agenda and allow an opportunity at the beginning of the meeting to add additional items, assess people's feelings and uncover hidden agendas for that meeting.

If you would like more information about how to do this please don't hesitate to contact me at neen@neenjames.com or 0412 733 986 so we can discuss this further.

Try setting an agenda for your next meeting and let me know how you go.

Recommended Events for your Diary

Connect Marketing Professionals' Network breakfast Friday 5th March

Come along and meet other small business professionals in the marketing & creative fields. This month Neen is speaking about how to improve your presentation skills, overcome nervous tension and how to sell your big idea. You can find out more and book at www.connectnetwork.com.au

Delivering Winning Proposals - Thursday, 26 February

This highly interactive workshop is for women who want to win more business by creating and delivering great correspondence, proposals and presentations. You will learn which proposals to pursue, how to develop key messages and how to transform those messages into well-written and effective proposals and presentations.

Presented by: Neen James & Editor Group

Time: 8.45am for 9.00am-12.30pm

Location: Business Centre (Parramatta), Level 2, 470 church Street, North Parramatta

If you want to attend you can email:

sue.hooworth@business.nsw.gov.au

Ultimate Personal & Business Development Workshop with Alan Weiss - Thursday 25th March

Alan is described as one of the most original thinkers and dynamic speakers in the world. Author of Million Dollar Consulting, Money Talks, Our Emperors Have No Clothes and Good Enough Isn't Enough, Alan is speaking in Sydney and we have organised a table for this special event.

To book a place at Neen's table Ph: 0500 500 190 or email: president@nationalspeakers.asn.au - find out more at www.nationalspeakers.asn.au/alanweiss - don't miss this fantastic opportunity.

better business events. They bring together education and inspiration, proving business doesn't need to be boring!

NETWORX is a Brazen Production and you will really enjoy their events - check out brazen.com.au

I am regularly asked who does my newsletter and can thoroughly recommend Cherie at Limestar Design Studio: limestar.com.au > [Email Us](#)



Please feel free to share this information with your friends and colleagues. If you would like to republish these tips please credit this to Neen James.

[Click here to unsubscribe](#) from this newsletter. We won't be offended at all. We don't send unsolicited email and we do not pass on our subscriber list to anybody for any reason.

Cicero Project - 3 Day Art of Oration Workshop

This fantastic 3 day event will help you be the best presenter you can be.



28th - 30th April in Sydney - book now.

Find out more at www.ciceroproject.com/events

Do you need help organising Your team? Your work place? Your business? Your conference? Your Life?

If so, give me a call on **0412 733 986** and we can chat about how we can help you to achieve amazing things in your life by being incredibly organised.

Do you need help preparing for your next big presentation?

Do you need help pitching your idea to new clients? If so, contact me at 0412 733 986

PO Box 163 Artarmon NSW 2064 phone) 0412 733 986 fax) 02 9411 6779
e) neen@neenjames.com w) www.neenjames.com