green GORILLA

FIVE STEPS TO

# PRODUCTIVE MEETINGS

Even before you start your preparation, check your mindset:
*are you going into the meeting with a collaborative and "open" or fighting and "closed" attitude?*
Aim at co-creating a great outcome with your client which hits their and your goals (and the planet's!)

## 1 RESEARCH

Gather as much info as possible on the people and company before the meeting.
Who are they?
What role and authority do they have?
What are their company's vision, goals and mission?
What do they need and what do they want?

## 2 MATCH

Start matching their needs, challenges and wants with some specific potential benefits and incentives to adopt your solutions: return on investment, reputation and building of their brand, government incentives, wider customer base, risk management... the list is endless.

## 3 OBJECTIONS

Think about and pre-empt any objections they might have to adopt your solutions.
A classic one is a lack of budget and resources. What can you reply to that?
Also, during the meeting itself, ask openly if they have any objections and go through them one by one.

## 4 THREE GOALS

Before the meeting, write down three key goals or outcomes you'd like to achieve by the end of it.
Be clear about your non-negotiables.

## 5 QUESTIONS

During the meeting, ask lots and lots of questions about their challenges, goals and vision.
Take notes and listen attentively.
Check your prep steps are still valid after you have spoken to your client.
Answer all their concerns fully.
This is a key step towards building up trust and a long-lasting business relationship.
This step will also help offer the best and most fitting solution for this particular client.