

# MAXIMIZE YOUR MEETINGS



# WORKSHEET

**Preparation – know your topic/audience AND prepare great questions to ask**

**Key points:** \_\_\_\_\_

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**Energy – BRING IT. The most important are confidence, gratitude, and empathy**

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**Connection – listen and care about the answers to your questions, use stories when possible**

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**Value – what's in it for them, what is your competitive advantage (if sales)**

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**Commitment – agree to next steps, commit to a decision**

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**Expectations- what happens next - who/what/when/where/how/why**

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**Persistence – in follow up is a good thing, if done professionally**

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***Key notes from meeting:***

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