



How to prepare for a meeting

This exercise is ideal just before you are about attend the meeting. You can do it in the car, reception or even while you are waiting for the buyer to turn up. You must first clear all thoughts that are not relevant to the meeting. It is best done with a colleague but you can do it alone. Here is what you do:

1. Speak or write down ALL thoughts you are having that are unconnected to the meeting (e.g. I must send email to..., did dad let the cat out?)
2. For those thoughts that require an action, put a date and time against each item when you will do it (I'll email Sarah at 3.30pm).
3. For thoughts that apparently have nothing for you to do, take an action now (ring dad) or let the thought go.
4. Speak or write down all your negative feelings regarding the meeting and accept that they are normal human feelings.
5. Speak or write down that you have let go of these feelings and give yourself permission to be anxious.



NOTE: Do not try to replace negative thoughts with positive ones. You won't succeed and acquire more guilt that you are a bad person!

After doing this you will be amazed how 'open' to the sales conversation you are about to have. The buyer will notice how attentive you are and you will notice how calm you feel.