

*How to Collaborate With a Sales Meeting Presenter*

(An interview with Pamela S. Harper)

Reprinted with permission © 2004 Kimberly L. McCall

Originally published in Selling Power Magazine's Meetings Newsletter, July, 2004

## How to Collaborate With a Sales Meeting Presenter

As you manage all the minutia of planning a meeting, don't overlook collaborating with presenters. **Pamela S. Harper** ([www.businessadvance.com](http://www.businessadvance.com)), a business-performance consultant and author of *Preventing Strategic Gridlock® : Leading Over, Under & Around Organizational Jams to Achieve High Performance Results* (ISBN: 0-9715739-4-8 Cameo Publications, 2004 second printing) offers the following how-to to partner with presenters:

- **Provide the speaker access to individuals accountable for the meeting's success.** This allows the presenter to understand everyone's expectations and what they wish to accomplish.
- **Give the speaker background about the context of the meeting**—is it a regular occurrence or a special event?
- **Tell the speaker** the three biggest challenges facing the group.
- **Help the speaker delve into multiple objectives**—are you celebrating a successful quarter, announcing a product or organizational change, boosting morale, or providing employees with skill development? The more the speaker understands these multiple agendas, the better s/he can adapt the content, tone, and format of the presentation.
- **Don't assume attendees know the presenter's topic.** Harper worked with one client to conduct a pre-conference survey to supplement her presentation. The survey results were used to customize the session, and the client was able to use the information beyond the presentation.

**Business Advancement Inc.**  
178 Sycamore Terrace  
Glen Rock, NJ 07452

tel: **201.612.1228**  
fax: **201.251.8265**  
e-mail: **info@businessadvance.com**  
web site: **www.businessadvance.com**