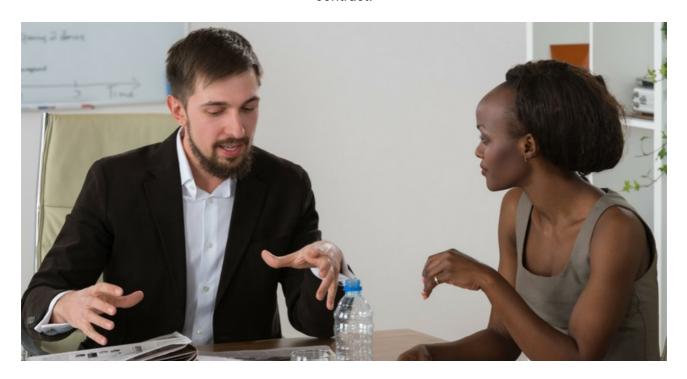
End of Sales Contract Meeting Agenda

A meeting agenda makes you look like a professional. An end of sales contract meeting is a professional way to end a business relationship - and just might be your secret weapon to renew the contract!



| Purpose: Close-out and review the success and failures of the two company's business relationship |
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| Distribute a written agenda prior to the meeting |
| Have key players on your team present, and invite the client's key players |
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| Intro: |
| Introduce all participants and their role |
| Review the contract timeframe, budget and goals |
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| Key Points: |
| Present specific, measurable outcomes of the goals and budget |
| Discuss why certain goals were not met, and what was adjusted midstream to meet the goal |
| Define your biggest accomplishments and successes on the contract |
| Point out any opportunities you've identified for the client |
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| Closing: |
| Explain your transition strategy |

| Provide client with all relevant documents, data and passwords | | |
|---|--|--|
| Provide client with all relevant documents, data and passwords | | |
| Offer client names of potentially useful resources and contacts | | |
| Ask the client if there is anything else you can do to facilitate their transition to | o a new vendor, product or relationship | |
| Thank the client for their business, and wish them luck | | |
| | | |
| After the Meeting: | | |
| Send the client a thank you note documenting your end of contract meeting, y and thanking them for their business | our offer to provide all relevant documents, | |
| Conduct a client exit survey | | |
| | | |
| Clients leave, and clients come back. Demonstrating professionalism and cooperation | | |
| in an end of contract meeting can open the door to future business and | | |
| recommendations. | Make and Share Free Checklists | |
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