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**

- Distribute a written agenda prior to the meeting
- Have key players on your team present, and invite the client's key players

- **Intro:**

- Introduce all participants and their role
- Review the contract timeframe, budget and goals

- **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

- **Closing:**

- Explain your transition strategy
- Provide client with all relevant documents, data and passwords
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- 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 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, your offer to provide all relevant documents, and thanking them for their business
- 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.**

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