

# Monthly Sales Strategy Meeting Template

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**Date:** [Insert Date]

**Time:** [Insert Time]

**Location:** [Insert Location]

**Meeting Lead:** [Insert Name]

## Opening Section:

### 1. Welcome and Strategic Overview

- Introductions or updates from new team members
- Brief overview of the meeting's strategic objectives

### 2. Review of Last Month's Objectives

- Summary of previous month's goals
- Discussion on successes and areas for improvement

## Core Agenda Items:

### 1. Market Analysis and Trends

- Review current market conditions
- Discuss emerging trends and how they impact sales

### 2. Goal Setting for the Upcoming Month

- Define new sales targets and strategies
- Identify key performance indicators (KPIs)

### 3. Resource Allocation and Budgeting

- Discuss resource needs and budget allocations
- Adjust plans based on available resources

## Feedback and Collaboration:

### 1. Team Input and Suggestions

- Open floor for team ideas and feedback
- Discuss innovative approaches or new tools

### 2. Competitor Analysis

- Review competitor activities and strategies
- Brainstorm ways to stay ahead of the competition

### 3. Strategic Partnerships

- Explore opportunities for partnerships or collaborations
- Assign team members to follow up on potential leads

## **Closing Section:**

### **1. Recap of Strategic Decisions**

- Summarize key decisions made during the meeting
- Assign tasks and responsibilities for follow-up

### **2. Next Strategy Meeting Details**

- Confirm date and time for the next strategy meeting
- Outline expectations for the next agenda