# Revenue Team Meeting Agenda

Simple agenda template for productive catch-ups

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## Part 1: Wins of the week

Start on a positive note by celebrating the accomplishments from the previous week, including:

- New logos (closed/won opportunities)
- New notable sign-ups (inbound, outbound)
- New users added

## Part 2: Teams spotlight

You can divide this section into demand generation insights, marketing project updates, and competitive analytics.

### Demand generation

Provide a comprehensive update on demand gen. activities, covering:

- Channels (email outreach, social/LinkedIn, content, etc.)
- Activity/campaign
- Numbers (specific metrics)

Highlight any significant learnings or successes from the week to inform and inspire the team.

### Marketing

Discuss key marketing activities from the past week and outline the focus for the next one.

Highlight upcoming activities and planned campaigns.

Include engagement highlights and competitive analytics to provide a broader market perspective and keep the team informed about the competition.

### Sales

Dive into the sales metrics by reviewing your pipeline:

- New logos in the pipeline
- Deals to watch (high-priority)
- New potential expansions

Discuss high-priority deals that need attention and any new expansions. Assign account names to specific team members to ensure accountability, adhering to the "one person, one account" principle.

## Part 3: Other updates

End the meeting with inspiring updates from the founders. This might include a user story of the week to illustrate how your product or service is making a difference, highlights from founders, growth tests of the week, etc.

Use the last 5 minutes of the meeting to collect feedback or discuss team-wide questions.

### Pro tips:

- Celebrate small wins
- Reflect on learnings
- Use a shared planning board
- Encourage feedback and innovation
- Aim for regularity without overwhelming schedules
- Keep meetings 45 to 60 minutes long
- Conclude each meeting with clear action items and responsibilities