



MEETING SUMMARY

So, you had
a great first
meeting?
Excellent!



How do you
make that
positive first
impression last
?

Is it enough to
write a polite
“thanks for the
meeting” mail
?

Probably
not...

A good
meeting
follow-up
should
contain a
few critical
elements:

But customers say
that it's this kind of
professionalism that
really differentiates
you from other
competitors.

All of this
sounds like a lot
of hard work...
It is.



Follow-up email

- Your understanding of the goals, solution requirements and decision criteria
- A description of your solution to address them
- Potential benefits of implementing it
- The strengths of your company and solution vis-à-vis potential competitors

You could also suggest a follow-up call to ensure that the document aligns with their understanding.

