



A meeting parking lot keeps your sales meetings on track. It is used to “park” ideas or topics that are important but may not be immediately relevant to the current discussion.

How to Use a Meeting Parking Lot

- 1) **Create the parking lot:** Write “Parking Lot” on a whiteboard or flip chart and place it at the front of the meeting room.
- 2) **Introduce the parking lot:** At the start of the meeting, explain what a parking lot is and how it will be used during the meeting.
- 3) **Record ideas:** When an idea or topic comes up during the meeting that is important but not directly related to the current discussion, record it in the parking lot. Be sure to note who suggested the idea so credit can be given later.
- 4) **Review the parking lot:** At the end of the meeting, review the items in the parking lot and determine what action should be taken (i.e., immediately address if time permits, add to future meeting agenda, or assign to specific individuals for follow-up.)
- 5) **Follow up:** After the meeting, follow up on the items in the parking lot to ensure that action is taken as needed.



Benefits of a Meeting Parking Lot

- **Prevents distractions:** When an idea comes up during a meeting that is important but not relevant to the current discussion, it can be easy for the group to get sidetracked. Using a parking lot allows the group to stay focused on the current agenda while still acknowledging the importance of the other idea.
- **Encourages participation:** Some individuals may be hesitant to bring up ideas that are not directly related to the current discussion for fear of interrupting the meeting flow. Having a designated space for these ideas can encourage these individuals to speak up and contribute to the discussion.
- **Prevents ideas from being forgotten:** Ideas not immediately relevant to the current discussion can easily be forgotten if not recorded somewhere. Using a meeting parking lot captures these ideas and can be revisited later on when they are more relevant.