



Spark & Logic **Workshop : 12 Fun & Engaging Ways** to Show Clients You Love Them

Description

“Your real estate agent for life!” is a powerful statement and one that agents need to back up through actions, not just words. Engaging clients in fun and unexpected ways can keep an agent top of mind with their past customers, thereby increasing the odds of future referrals. This workshop provides agents with fun ways to show clients that they are appreciated and leave a big impression.

Deliverables

Agents will come away with 12 ideas that will help them reconnect with their past clients. Not every suggestion is expensive to execute; more often than not, it’s time invested that makes the difference.

Preparation

Live Workshop

- Have a computer, projector, and screen/monitor available for displaying the [video](#).
- Set up a whiteboard or flip chart and markers for recording brainstorming responses.
- TIP: *Arrange tables and chairs in a horseshoe shape so attendees can easily view the video and interact with one another during brainstorming sessions.*

Virtual Workshop

- Select a virtual meeting platform that allows for screen sharing, such as Zoom or Google Meet.
- When sharing the [video](#), also share computer audio.
- Assign a notetaker for the brainstorming sessions.
- Encourage attendees to turn on their cameras to maximize engagement and participation.
- TIP: *If your group is large, consider using the chat feature or breakout rooms for brainstorming.*

Instructions

- Play the [video](#).
- Facilitate brainstorming after viewing the video in its entirety. The question on the last slide is, “What other actions could show your clients you care beyond the closing?”
 - Ask each agent for one suggestion at a time. Allowing only one idea per turn prevents monopolization of the conversation.
 - Record suggestions on the whiteboard/flip chart.
 - Go around the room until there are no more items to add.
 - TIP: *Suggest agents take a picture (or screenshot if virtual) of the complete list. Otherwise, ask support staff to create a document to send to the agents after the workshop.*

Next Steps: Go Above & Beyond

- At the next sales meeting, ask attendees to share their experiences and results. Public sharing promotes attendance at future workshops and fosters a collaborative environment.
- Follow up individually with agents you are mentoring to facilitate the application of new ideas and share successes.
- Track the efficacy of your company’s learning opportunities. During the next 6-12 months, compare your listing count to the same time the previous year. You are checking to see if an increase is attributable to new skills gained from learning. It typically takes 120 days between skills taught and production increase.