



## Why Have Sales Meetings?

Sales meetings are essential to your company's success. To drive listings and sales, you need to connect with your team. Here are a few benefits of consistent, relevant meetings:

- **Build community:** People are social by nature. Sales meetings bring your team together and allow for the development of meaningful relationships.
- **Set your standard of excellence:** Your agents represent your company in the marketplace. Sales meetings allow you to make sure your agents are up to date on significant industry trends and company guidelines.
- **Motivate:** To excel in sales, you need drive. Weekly meetings keep your agents in a success mindset.
- **Educate:** Providing opportunities to learn and grow is one of the best ways to retain loyal agents. Sales meetings provide bite-sized learning opportunities that give agents what they want and need.
- **Incubate your agents:** Your leadership needs to consistently engage your agents to keep them on track, proactively identify problems, show you care, and build loyalty. Sales meetings offer another touchpoint.
- **Re-recruit your agents:** As independent contractors, agents choose where they hang their license. Weekly sales meetings are a reminder of your company's value. Furthermore, word travels and potential recruits may catch wind of what you offer.
- **Network:** Sales meetings are powerful networking events. Many times homes sell in-house before they even hit the market. Agents can leverage this value in their listing presentations.

## Top 3 Best Practices

### Respect your agents' time.

- *Always start on time.* Latecomers will quickly learn you won't wait for them.
- *Stick to an organized agenda.* Create a timed schedule that allows you to cover essential information in 60 minutes or less.
- *Use the [Parking Lot](#) technique to stay on topic.* When discussions arise that aren't on the agenda, set them aside for future meetings or one-on-one conversations.

### Offer value, and they will come.

- *Provide relevant and useful information.* We recommend that every meeting includes education or idea sharing, an immediate takeaway for making money, and a reason agents feel good about attending.
- *You reap what you sow.* Investing time in the creation of quality meetings will lead to greater agent engagement.

### Be Consistent.

- *Have weekly meetings.* Regular meetings build momentum, create accountability, and set your team up for success.
- *Never cancel a meeting.* Keep your agents focused on their business. Skipping a meeting means two weeks will pass without gaining the benefits of bringing your team together.



## Prior to Your Meeting

### 1. Prepare the Agenda

- Create a calendar of meeting themes that follows the flow of your market (check out Spark & Logic's [Plan for the Year](#)). Align your guest speakers, discussion topics, meeting enhancements, and education to the month's theme. This proactive approach leads to less last minute scrambling for meeting content.
- Prepare your agenda (check out a [sample Spark & Logic agenda](#) for management).
- Plan for a 60-minute meeting (90 minutes at most). Assign time limits to each section and do your best to stick to it.
- Do not include housekeeping items on the sales meeting agenda. Address these items in an email instead.

### 2. Schedule Speakers ([Best Practices](#))

- Communicate your objectives and the topic(s) you want speakers to present.
- Let the speaker know how much time they have for their presentation.
- Allow additional agenda time for Q&A.
- Discuss whether speakers are allowed to distribute promotional materials.
- Confirm and accommodate for your speaker's audio-visual needs.

### 3. Promote Your Meeting

- Make it easy for your agents to find meeting details. Every email you send (even quick reminders) should include the following information:
  - Date & Time
  - Location
  - Important highlights (if applicable)
- Email the agenda and any supporting materials 5-7 days prior to the meeting.
- Send a meeting reminder the day before. *Tip: most email platforms allow you to schedule emails in advance. When you email the agenda, schedule your final meeting reminder at the same time.*
- Post a schedule of upcoming meetings in a visible office location such as the breakroom.

### 4. Gather Your Resources

- Prepare the data you want to share during the meeting.
- Cue up videos you plan to show. *Tip: create a YouTube playlist when you have multiple videos to share.*
- Make copies of resources you plan to hand out.

### 5. Set up the Meeting Space ([best practices](#))

- Projector or monitor
- Table for presenter
- Flip chart or dry erase board
- Comfortable seating and writing spaces as needed
- Table for refreshments



## During the Meeting

- Start on time. Do not start over or recap when latecomers arrive.
- Set the tone by playing upbeat music 15 minutes before you begin.
- Have handouts available at the door (saves time handing them out during the meeting).
- Make sure the room is a comfortable temperature.
- Provide refreshments.
- Use the [Parking Lot](#) method to keep your meeting on track.
  - Write “PARKING LOT” at the top of a flip chart or dry erase board.
  - When someone brings up a question that requires time to respond to, “park” that question and note it on the flip chart/board. If time permits at the end of the meeting, respond. If not, save the topic for the next sales meeting or follow up one-on-one with the agent.
- End on time.

## After the Meeting

- Promptly send out the information offered or requested.
- Place leftover handouts in a file folder where agents who missed the meeting can easily pick them up.
- Take time for personalized follow-ups. Respond to news your agents shared or offer them assistance with a problem they are encountering.

