**Sales Meeting Agenda**  
January 2022 (week 1)

**Management Version**

*This sales meeting marks the beginning of a new year. The theme for the first quarter is* ***Sustainable Growth****. Our goal is to help agents start the year off on the right foot and develop habits that lead to success. The 15-minute learning sprint is a simple goal setting exercise. This activity will show up consistently the first week of every month, so goal setting becomes a habit.*

**ROOM SETUP**

* Dry erase board or flip chart and markers
  + Label an area “Parking Lot.”
  + When an agent brings up a question that needs more thought and time to respond to, add this item to the “Parking Lot.” Discuss this item at the end of the meeting if time permits or at the next appropriate meeting.
* Projector/TV for PowerPoint presentation

**HANDOUTS**

* [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf)
* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/11/agent-agenda-Jan2022-week1.doc) (can be distributed electronically to eliminate paper waste)

**AGENDA**

1. Welcome (5 minutes)
   1. Introduction of new agents and staff

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| Chat bubble with solid fill | *Start your meeting off on a positive note.*   * Ask agents to share their good news. These quick updates can be personal or professional. * Agent recognition: publicly acknowledge milestones such as a work anniversary, birthday, first listing, first under contract, first closing, production milestone, etc. Be sure to give equal “shine time” to all agents. |

* 1. Good news
  2. General & community service announcements

1. Company Updates (5 minutes)
   1. New company listings and buyer needs
   2. Company Initiatives (company-specific updates or topics you deem appropriate)
   3. “Parking Lot” items from previous meetings
2. Marketing Updates (5 minutes)
   1. Company marketing initiatives
   2. Company community service projects and events
   3. Agent marketing opportunities that complement company/brand marketing
3. Education Opportunities (5 minutes)
   1. Lunch & Learn Workshop

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| Chat bubble with solid fill | * Share the workshop date, time, and location. * Special instructions (i.e., lunch provided or bring a sack lunch) * The workshop will focus on four strategies for attracting new business. * Agents will leave with a list of prospecting activities they can put into immediate application. |

* 1. Other real estate classes, events, conferences, etc.

1. Practical Learning: Monthly Goal Setting (15-20 minutes)

* Make sure each agent has the [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf).
* The [Instructional video](https://sparkandlogic.com/videos/monthly-goal-setting/) is embedded into the PowerPoint presentation and will automatically play when you click that slide.

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| Icon  Description automatically generated | **BEST PRACTICE:** Use monthly goal setting sheets during agent mentoring meetings. |

1. Real Estate Trends/Updates (5 minutes)
   1. Market Reports
   2. Production Updates, Listings, Under Contracts, Closings (various ways to share)
      1. Previous month vs. the same period last year
      2. Year To Date (YTD)
      3. Year Over Year (YOY)
   3. Company Data – this information is beneficial to newer agents
      1. Average DOM from List to Under Contract
      2. Average DOM from Under Contract to Close
      3. Average / Median List Price
      4. Average / Median Sales Price
      5. Company’s List Price to Sales Price Ratio
2. Old Business
   1. Updates and/or follow-up to the previous meeting
   2. Parking Lot items from previous meetings

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|  | **BEST PRACTICE:** Use this time to show your agents you are listening AND taking action. |

1. New Business:
   1. “Parking Lot” items from this meeting if time permits, otherwise add to next month’s agenda.
2. Next Meeting

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| Chat bubble with solid fill | * Share the meeting date, time, and location. * Next week the 15-minute learning sprint will focus on real estate prospecting*.* |

1. FUN FACT: January 10th is National “Cut Your Energy Costs” Day

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| Chat bubble with solid fill | *End your meeting on a positive note. Suggest a simple action item that gets agents thinking creatively about how they can grow their business.*   * Consider doing a pop-by with energy-efficient light bulbs and a note that reads, “Your referrals light up my day!” * Any other ideas? |

1. Adjourn