**Sales Meeting Agenda**  
January 2022 (week 2)

**Management Version**

*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 will share five prospecting recommendations and best practices for each.*

**ROOM SETUP**

* Dry erase board or flip chart and markers
  + Write down agent responses during Practical Learning.
  + 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/Audio for PowerPoint presentation

**HANDOUTS**

* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Jan2022-week2.docx) (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. February Lunch & Learn Workshop: *Show Clients You Love Them*

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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 creating fun and engaging customer touches. * Agents will leave with ideas to help them retain customers for life. |

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

1. Practical Learning: 5 Tips for Real Estate Prospecting (15-20 minutes)

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| Chat bubble with solid fill | *After watching the video, ask the following:*   * Poll the group to see who is already using the recommended prospecting activities. * Ask the group if they have any additional best practices, prospecting activities, or tips they would like to share. * Write responses on the whiteboard/flip chart. * Encourage agents to take a picture of the board before leaving the meeting. |

*The* [*Instructional video*](https://sparkandlogic.com/videos/5-tips-for-real-estate-prospecting/) *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:** Setting up the room in a horseshoe allows agents to not only see the screen or monitor but enables agents to see each other during brainstorming sessions. |

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 (5 minutes)

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| Chat bubble with solid fill | * Ask if the agents have any questions from last week’s Monthly Goal Setting session. * Ask if anyone leveraged a “pop-by” for National Cut Your Energy Costs Day. |

* 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 Identifying Real Estate Niche Markets*.* |

1. FUN FACT: January 19th is National “Popcorn” 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 to select clients. * Leave a small gift bag filled with microwave popcorn, popcorn seasoning, or a small bag of pre-popped popcorn. * Note that reads, “Just poppin’ by to say thank you for being a great client!” * Include your business card. * You can find templates and more ideas on Etsy (see the image in the PowerPoint) * Any other ideas? |

1. Adjourn