**Sales Meeting Agenda**  
January 2022 (week 3)

**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 week’s 15-minute learning sprint highlights five ways to find your real estate niche. Agents will take away new ideas for generating leads and gaining clients.*

**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, ask them if you have their permission 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 and video presentations

**HANDOUTS**

* [Niche Market Handout](https://sparkandlogic.com/wp-content/uploads/2021/12/NicheMarketWorksheet.pdf) (for note taking)
* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Jan2022-week3.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. 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 Ways to Find Your Real Estate Niche (15-20 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/monthly-goal-setting/) *(5 minutes) is embedded into the PowerPoint presentation and will automatically play when you click that slide.*

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| Chat bubble with solid fill | After watching the video, facilitate a short brainstorming session on potential niches.   * Go around the room and ask each agent to give ONE response at a time. This allows equal opportunity for everyone to contribute to the conversation. * Write responses on the board. * Continue to go around the room until there are no more responses. * Agents can take notes on the [niche market worksheet](https://sparkandlogic.com/wp-content/uploads/2021/12/NicheMarketWorksheet.pdf). Also suggest they take a picture of the board. |

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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 also 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
   1. Updates and/or follow-up to the previous meeting

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| Chat bubble with solid fill | * Ask if there are any questions from last week’s prospecting learning sprint. * Ask if anyone leveraged a “pop-by” for National Popcorn Day on January 19th. |

* 1. “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 Social Media Marketing to gain new client engagement*.* |

1. FUN FACT: January 24th is National “Compliment” 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 and their network.*   * Use sticky notes to leave genuine praise to people in your business and personal life. * Affix notes to desks, lunch bags, car windshields, office doors, laptops, etc. * Any other ideas? |

1. Adjourn