**Sales Meeting Agenda**
January 2022 (week 4)

**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 7 great best practices for attracting new real estate clients through social media marketing.*

**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/Audio for PowerPoint and video presentations
* Play upbeat music 15 minutes prior to start of meeting.

**HANDOUTS**

* [Social Media Marketing Handout](https://sparkandlogic.com/wp-content/uploads/2021/12/SocialMediaHandout.pdf) (for note taking)
* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Jan2022-week4.docx) (can be distributed electronically to eliminate paper waste)
* Pot of Gold [Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-flyer.docx) (can be distributed electronically to eliminate paper waste)
* Post the Pot of Gold [Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-flyer.docx) and [Signup Sheet](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-signup.docx) in the meeting room or break area

**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.
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* 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. Pot of Gold Agent Contest Announcement

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| Chat bubble with solid fill | Distribute (or email) the [Pot of Gold Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-flyer.docx).* Agents compete to earn the most points by completing actions that lead to a pot of gold.
* Points are rewarded for activities that attract new clients, retain past customers, and create effective prospecting strategies.
* Announce the contest details and logistics:
	+ Contest dates
	+ Prizes
	+ How to sign up
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1. Marketing Updates (5 minutes)
	1. Company marketing initiatives
	2. Company community service projects and events
	3. Agent marketing opportunities that complement company/brand marketing
2. 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.
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* 1. Other real estate classes, events, conferences, etc.
1. Practical Learning: 7 Social Media Marketing Ideas for Real Estate Agents (15-20 minutes)

*The YouTube video,* [*7 Social Media Marketing Ideas for Real Estate Agents*](https://www.youtube.com/watch?v=0LiMjog1aXM) *(13 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 **Idea #2 – Creating a Lead Magnet (free info).** * Entice a consumer to provide their contact information in exchange for free information. What type of information do you feel would be appreciated by the consumer?
* Ask the agents to suggest free information ideas (one per turn).
	+ Possible ideas: Absorption Rate Worksheet, 5 Tips for Buying Your First Home, 5 Tips for Preparing Your Home For Sale
* Write responses on the board.
* Continue to go around the room until there are no more responses.
* When finished, suggest the agents take a picture of the board.
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| Icon  Description automatically generated | **BEST PRACTICE:**  Brainstorming sessions allow agents to tap into the wisdom in the room. Have a few ideas ready in case you need to prime the pump (agents can be shy to share in the beginning). |

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 Real Estate Niche learning sprint.
* Ask if anyone used last week’s suggestion of leaving gratitude sticky notes. If yes, how did it make them feel to leave the notes?
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* 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 week’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 monthly goal setting.
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1. FUN FACT: February 13th is Super Bowl Sunday

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| Chat bubble with solid fill | Millions of Americans will tune in to watch the Super Bowl on February 13th. Try a simple pop-by for a few select clients.* Prepare a gift bag with Super Bowl snacks (nuts, beef jerky, popcorn, candy).
* Attach a tag (like the one from Etsy pictured in the PowerPoint) along with your business information.
* Any other ideas?
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1. Adjourn