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

**Management Version**

*The theme for the first quarter is* ***Sustainable Growth****. During February, the focus will be on client retention. 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/Audio for PowerPoint presentation
* Play upbeat music 15 minutes prior to the start of the meeting.

**HANDOUTS**

* [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf)
* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Feb2022-week1.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
   4. **Remind everyone that the Agent Contest begins next week. Let them know where to sign up.**
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 fun and engaging customer touches. * Agents will leave with a list of client retention ideas 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

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| Chat bubble with solid fill | * Ask agents if anyone has begun implementing a social media marketing strategy based on last week’s learning sprint information. |

* 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 client retention*.* |

1. FUN FACT: February 7th is National “Send a Card to a Friend” 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 growing their business.*   * Consider mailing a “Thinking of You” card to a select number of past clients. A simple message could read, *“Just wanted to send some happy thoughts your way today.”* * This contact aims to keep the agent top of mind with their past clients. * Any other ideas? |

1. Adjourn