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

**Management Version**

*The theme for the first quarter is* ***Sustainable Growth****. During February, sales meetings will focus on client retention. This week marks the recommended kickoff of the Pot of Gold agent contest.*

*The 15-minute learning sprint explores three client retention strategies.*

**ROOM SETUP**

* Decorate your meeting room to match the theme of the Pot of Gold agent contest which kicks off at this meeting. Consider gold tinsel, gold garland, gold foil covered candy, or leprechaun pots of gold. See [Contest Instructions](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-instructions.pdf) for additional resources and ideas.
* 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.

**HANDOUT**

* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Feb2022-week2.docx) (can be distributed electronically to eliminate paper waste)
* Pot of Gold Contest [Activity Tracker](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-activity-tracker.xlsx) (can be distributed electronically to eliminate paper waste)

**AGENDA**

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

|  |  |
| --- | --- |
| 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. Pot of Gold Contest Begins

|  |  |  |
| --- | --- | --- |
| Chat bubble with solid fill | | * Hand out weekly [Activity Tracker](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-activity-tracker.xlsx) sheets. If you’re running the contest for six weeks, each agent will need six tracking sheets. * Review the activities on the tracking sheets. * Ask if anyone has questions. * Identify where and when each week’s tracking sheet will be turned in. * If possible, have prizes on display. |
| Icon  Description automatically generated | **BEST PRACTICE:**  The due date for turning in activity tracking sheets should be at least one day before the sales meeting so you can tabulate points and post the running results. | |

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. March Lunch & Learn Workshop: 15 Clever Prospecting Ideas to Boost Sales

|  |  |
| --- | --- |
| 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 prospecting techniques for obtaining new clients. * Agents will leave with a list of at least 15 prospecting ideas. |

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

1. Practical Learning: Client Retention (15-20 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/grow-your-business-through-client-retention/) *is embedded into the PowerPoint presentation and will automatically play when you click that slide.*

|  |  |
| --- | --- |
| Chat bubble with solid fill | After viewing the video, engage agents in a short brainstorming session on additional strategies for building ongoing client relationships.   * Write responses on the board. * When finished, suggest agents take a picture of the board for future reference. |

|  |  |
| --- | --- |
| Icon  Description automatically generated | **BEST PRACTICE:** When you hear an agent is implementing a strategy from a learning sprint, remember to recognize them at the next sales meeting. Ask them if they would like to share their results. |

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

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Ask agents for comments about last week’s monthly goal setting activity. * Acknowledge challenges, suggest solutions, and recognize successes. |
|  | **BEST PRACTICE:**  Keeping an open dialogue lets the agents know you are invested in their education and development. |

* 1. Parking Lot items from previous meetings

|  |  |
| --- | --- |
|  | **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

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Share the meeting date, time, and location. * Next week the 15-minute learning sprint will be a mini-mastermind focused on past client communication*.* |

1. FUN FACT: February 14th is International “Book Giving” Day

|  |  |
| --- | --- |
| 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 popping by a few select past or present clients with a relevant book. * Add a handwritten note on the inside cover, “Thought you would enjoy.” * Add your business card. * This contact aims to keep the agent top of mind with their clients. * Any other ideas? |

1. Adjourn