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

**Management Version**

*The theme for the first quarter is* ***Sustainable Growth****. During February, sales meetings will focus on client retention. This week marks the first whole week of the Pot of Gold agent contest. The learning sprint is a mini-mastermind to create a Past Buyer Communication Calendar to increase client retention.*

**ROOM SETUP**

* Decorate meeting room to match theme of Agent Contest, “Pot of Gold.” Consider gold tinsel, gold garland, gold foil covered candy, leprechaun pots of gold. See Contest Instructions for additional resources and ideas.
* Make sure to update agent point results and have it available for everyone to easily view.
* 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.
  + In preparation for the mini-mastermind (item #6 in the agenda), write the 12 months of the year, leaving space to add comments from agents.
* 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/2021/11/agent-agenda-Jan2022-week1.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. Contest Updates (2 minutes)
   1. Recognize achievements made during the contest.
   2. Remind agents to turn in their point sheets on the stated day each week.
3. Marketing Updates (5 minutes)
   1. Company marketing initiatives
   2. Company community service projects and events
   3. Agent marketing opportunities that complement company/brand marketing
4. Education Opportunities (5 minutes)
   1. March Lunch & Learn Workshop: 15 Clever Prospecting Ideas to Boost Sales

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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 a wide variety of clever real estate prospecting ideas. * Agents will leave with ideas to help make them memorable to their past clients, thereby encouraging repeat business and referrals. |

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

1. Mini-Mastermind: Creating a Past Buyer Communication Calendar (20 minutes)

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| Single gear with solid fill | **Mastermind Objective:**  Leverage the wisdom in the room by using a mini-mastermind session to identify opportunities to connect with past buyer clients throughout the year. The goal is to create a repeatable and sustainable system for agents to use going forward.  **Room Setup**:   * Write the 12 months of the year, leaving space for agent comments, on your dry erase board of flip charts. * Divide agents into groups of 4-6 (one group is okay if you have less than 10 agents.) Smaller groups allow everyone to contribute to the conversation.   **Instructions:**   1. Announce the goal of the mastermind - identify opportunities each month to keep in touch with a buyer post-closing. 2. Ask each group to assign a notetaker. 3. Groups will have 15 minutes to brainstorm ways to connect for each month. 4. After 15 minutes (or less if the conversation has subsided), bring the groups together to debrief their ideas.    1. Ask each group to give their top two ideas (include the month with the idea.)    2. **Example:** *January – send the past buyer a letter wishing them a Happy New Year, and attach their previous year’s Closing statement for tax purposes. Or, for buyers who closed more than 12 months ago, send a Comparable Market Analysis (CMA) for their home. The call to action in the letter should be asking for referrals.* 5. Write each idea down on the board under the appropriate month. 6. Continue asking for two ideas per group as time permits or until there are no additional ideas. Sharing two ideas at a time allows all the groups to contribute to the conversation. 7. Suggest agents use the list when developing their Buyer Communication Calendar. 8. Ask support staff to distribute the complete list after the meeting. |

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| Icon  Description automatically generated | **BEST PRACTICE:** Masterminds can be a powerful learning tool when done correctly. People learn best from their peers. |

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. Start by asking the agents for comments about the client retention ideas shared at last week’s meeting. Acknowledge challenges, suggest solutions, recognize successes. Keeping an open dialogue lets the agents know you’re invested in their education and development.
   2. Updates and follow-up from the previous meeting
   3. 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 learning sprint will focus on Customer Services vs. Customer Experiences*.* |

1. FUN FACT: February 23rd is National “Banana Bread” 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 popping by a few select past or present clients with a nicely wrapped small loaf of banana bread (either homemade or store-bought). * Add a handwritten note on the inside cover, “I’d go bananas without your referral!.” * Add your business card. * This contact aims to keep the agent top of mind with their clients. * Any other ideas? |

1. Adjourn