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

**Management Version**

*The theme for the first quarter is* ***Sustainable Growth****. During February, sales meetings will focus on client retention. The 15-minute learning sprint explores ways to create a superior client experience. Agents are encouraged to take notes on ideas that spark their interest. You will facilitate a brief brainstorming session following the video.*

**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 and internet connection (learning sprint leverages a YouTube video).
* If possible, set up the room in a horseshoe style so that all attendees can view the screen, as well as interact with each other during brainstorming session.
* Have upbeat music playing 15 minutes before start of meeting.
* Agent Contest – post current agent point totals

**HANDOUTS**

* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-feb2022-week4.doc) (can be distributed electronically to eliminate paper waste)
* [Customer Experience Worksheet](https://sparkandlogic.com/wp-content/uploads/2022/01/Customer-Experience-Worksheet.pdf)

**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. Upcoming 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. Practical Learning: Customer Service vs. Customer Experience (15-20 minutes)
   1. Pass out [worksheets](https://sparkandlogic.com/wp-content/uploads/2022/01/Customer-Experience-Worksheet.pdf) for taking notes.
   2. The YouTube video, [5 Essentials for Creating a Differentiated Customer Experience](https://youtu.be/jsL_eX8jQWA) (4 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 | The video is presented on a company level. Encourage agents to think about how it applies to their own business. After watching the video, discuss the five areas covered one at a time.   * Ask agents for the pros and cons of each recommendation. * Ask agents to suggest an action or idea that would support the recommendation (write this down on the board). * At the end of the brainstorming session, suggest agents take a picture of the board. * Encourage agents to select one of the actions they would like to implement in their business. |

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| Icon  Description automatically generated | **BEST PRACTICE:** For agents you are mentoring, make a note to follow up on this activity during your next meeting with them. |

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 follow-up to the previous meeting.

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| Chat bubble with solid fill | * Ask the agents what they thought of the mini-mastermind from last week’s meeting. * Ask if anyone thought of anything else to add to the Past Buyer Communication Calendar. |

* 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 monthly goal setting*.* |

1. FUN FACT: March 6th is the National “Day of Unplugging.”

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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 doing a pop-by.   + Prepare an email or printed marketing piece that provides ideas on what to do when you’re “unplugged” and send it to past clients.   + Alternatively, use the printed version, add a cupcake box mix and your business card, and leave it during a “pop-by” to your Power SOI members.   + See the image shown on the PowerPoint for inspiration. * Any other ideas? |

1. Adjourn