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

**Management Version**

*The theme for the first quarter is* ***Sustainable Growth****. During March, the focus will be on Prospecting. This week’s 15-minute learning sprint will provide the agents with five best practices to make scheduling prospecting time easier and more meaningful. Consistent prospecting is a mainstay for growing an agent’s business.*

**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
* Update the agent contest points/status and post results where all can view
* Reminder, last week of contest is this week.
* Play upbeat music 15 minutes prior to the start of the meeting.

**HANDOUTS**

* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week2.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
2. Contest Updates (5 minutes)

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| Chat bubble with solid fill | * Recognize significant achievements made during the contest. * This is the last week of the contest. Make sure agents turn in their final activity tracker to you by a specified date/time. * Winners will be announced at next week’s meeting. |

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. April Lunch & Learn Workshop: Identify & Evaluate Profitable Lead Sources

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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 effectively evaluating the ROI on your lead sources and strategizing on improving your lead management system. * Agents will leave knowing how to maximize their lead sources and systems, thereby focusing on the most profitable leads. |

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

1. Practical Learning: Scheduling Prospecting Time (15-20 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/effectively-schedule-prospecting-time/) *is embedded into the PowerPoint presentation and will automatically play when you click that slide.*

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| Chat bubble with solid fill | While viewing the video, engage agents in short brainstorming sessions when instructed to pause the video at the 3:18 minute mark and again at the end.   * Go around the room and ask each agent for ONE idea that works when blocking time on their calendars for business activities. * Write responses on the board. * Continue to go around the room until there are no more responses. * When finished, suggest agents take a picture of the board for future reference. |

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| Icon  Description automatically generated | **BEST PRACTICE:** Brainstorming sessions help agents retain information shared. |

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 anyone is planning or has done a pop-by for National Plant A Flower Day (suggested at the last meeting). * What results did they experience? |

* 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 scripts for reconnecting with past clients*.* |

1. FUN FACT: March 20th is the first day of Spring!

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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.*   * Pop-bys can be an inexpensive way to keep in touch with your past clients. * Spring officially begins on March 20 – consider a pop-by with packets of flower seeds or a small plant along with a clever note and your business card. * Etsy is an excellent resource for pre-made pop-by tags for real estate agents. * This contact aims to keep the agent top of mind with their past clients. * Any other ideas? |

1. Adjourn