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

**Management Version**

*The theme for the first quarter is* ***Sustainable Growth,*** *and March’s focus is prospecting. The Pot of Gold agent contest results are shared this week. The 15-minute learning sprint is about reconnecting with past clients. Life gets busy, and even though we have good intentions to stay in touch with our past clients, some have slipped through the cracks. This activity helps agents re-establish important relationships.*

**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 the final results where all can view.**
* **Decorate meeting space to go along with the Pot of Gold Contest.**
* Play upbeat music 15 minutes prior to the start of the meeting.

**HANDOUTS**

* [Reconnect Script](https://sparkandlogic.com/wp-content/uploads/2022/01/ReconnectScripts.pdf) (follows along with the learning sprint video)
* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week3.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.
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* 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 FINAL RESULTS (5 minutes)

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| Chat bubble with solid fill | * **Today you will announce the contest winners.**
* Recognize significant achievements made during the contest.
* Have fun with this section. Make a big to-do over the winners, but remember to congratulate everyone for participating.
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| Icon  Description automatically generated | **BEST PRACTICE:** It is vital to measure production after a contest. At the beginning of Q3, measure key performance indicators from 2022 Q2 against 2021 Q2. This information will help you evaluate your contest’s success and identify areas for improvement. |

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 identifying and evaluating the ROI of your lead sources and how to be strategic with your lead management system.
* Agents will leave knowing how to maximize their lead source dollars and focus on their most profitable leads.
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* 1. Other real estate classes, events, conferences, etc.
1. Practical Learning: **6 Tips for Reconnecting with Past Clients** (15-20 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/reconnect-with-past-clients/) *is embedded into the PowerPoint presentation and will automatically play when you click that slide. The* [*reconnect scripts*](https://sparkandlogic.com/wp-content/uploads/2022/01/ReconnectScripts.pdf) *handout follows along with the video. Agents will find it helpful to have the scripts in front of them later for practicing.*

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| Chat bubble with solid fill | After viewing the video, engage agents in a short brainstorming session.* Each time you are instructed to pause the video, go around the room asking each agent to share ONE idea for staying in touch with past clients that works for them.
* 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:** Sharing best practices elevates everyone in the room. |

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/has done a pop-by for the first day of spring (suggested at the last meeting).
* What results did they experience?
* Ask if anyone would like to share the results they experienced after reconnecting with a past client.
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* 1. Parking lot items from previous meetings

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|  | **BEST PRACTICE:** Listen to your agents between sales meetings to see if they successfully implemented an idea presented the week before. If so, ask the agent(s) if they would be kind enough to share their experience at the next meeting. |

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 have a new twist. Keep it a secret and surprise your team – AGENT BINGO!
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| Icon  Description automatically generated | **BEST PRACTICE:** Delegate the task of collecting simple prizes for next week’s Agent Bingo. |

1. FUN FACT: March 31st is National Crayon 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.** Pop-bys can be an inexpensive way to keep in touch with past clients.
* Do you have a past client with young children? Consider dropping off a coloring sheet (such as these [butterfly coloring pages](https://onelittleproject.com/butterfly-coloring-pages/)) and a box of new crayons for National Crayon Day.
* Ask each child to submit their completed drawing by a specific date. On March 31st, post all pictures on your social media, along with the child’s first name only. Tag the parents if possible.
* This contact aims to keep the agent top of mind with their past clients while providing family fun.
* Any other ideas?
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1. Adjourn