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

**Management Version**

*The theme for the first quarter is* ***sustainable growth****, and March’s focus is prospecting. This week’s 15-minute practical learning is about having fun with a BINGO game! The game highlights common challenges and odd experiences and helps bond agents together.*

**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
* Follow [instructions for printing BINGO cards](https://sparkandlogic.com/wp-content/uploads/2022/01/Bingo_Cards.pdf). To make changes to the cards, visit [myfreebingocards.com](https://myfreebingocards.com/bingo-card-generator/edit/ythwae3).
* Assemble simple BINGO prizes (candy works great)
* Play upbeat music 15 minutes prior to the start of the meeting.

**HANDOUTS**

* [BINGO cards](https://sparkandlogic.com/wp-content/uploads/2022/01/Bingo_Cards.pdf) and markers
* [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week4.docx) (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. Marketing Updates (5 minutes)
	1. Company marketing initiatives
	2. Company community service projects and events
	3. Agent marketing opportunities that complement company/brand marketing
3. Education Opportunities (5 minutes)
	1. April Lunch & Learn Workshop: Identify & Evaluate Profitable Lead Sources

|  |  |
| --- | --- |
| 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.
 |

* 1. Other real estate classes, events, conferences, etc.
1. Practical Learning: **Real Estate BINGO** (15-20 minutes)

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Be sure to read the [instructions](https://sparkandlogic.com/wp-content/uploads/2022/01/Bingo_Cards.pdf) included with the BINGO cards ahead of time.
* Agents will enjoy this fun game that uses funny situations we’ve all experienced.
* Laughter decreases stress hormones and increases immune cells. It also triggers the release of endorphins, the body’s natural feel-good chemicals.
 |

|  |  |
| --- | --- |
| Icon  Description automatically generated | **BEST PRACTICE:** Laughter is good for the soul! |

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 if anyone has used (or is planning to use) the reconnect scripts presented last week.
* If yes, what results did they experience?
 |

* 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 on real estate farming ideas.
 |

1. FUN FACT: April 6th is National Walking 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.** Pop-bys can be an inexpensive way to keep in touch with past clients.
* Consider a pop by with fun shoelaces and a tag reading “Lace-Up & Go – April 6th is National Walking Day” – along with 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