**Sales Meeting Agenda**  
March 2022 (week 5)

**Management Version**

*The theme for the first quarter is* ***sustainable growth****, and March's focus is prospecting. This week's*

*15-minute learning sprint is a mini-mastermind. Agents will tap into the wisdom in the room and explore farming techniques with their peers.*

**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
* If possible, set up room in a horseshoe or a configuration that allows for small groups to gather for the mastermind portion of the meeting.
* 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-week5.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. 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: How to 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. |

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

1. Mini-Mastermind: Real Estate Farming Techniques (20 minutes)

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| Single gear with solid fill | **Mastermind Goal:**  Leverage the wisdom in the room to identify and explain successful real estate farming techniques.  **Objective:** Diversify marketing methods, increase touches, and improve the likelihood of getting more listings in your area.  **Room Setup:**   * Have a flipchart or dry erase board ready for recording ideas. * Divide agents into groups of 5-6 (one group is okay if you have less than 10 agents.) Smaller groups allow everyone to contribute to the conversation.   **Instructions:**   1. Announce the mastermind's goal and objective. 2. Ask each group to assign a leader and a notetaker. 3. Groups will have 15 minutes to brainstorm. 4. Come back together to debrief. 5. Ask each group to read just one idea. 6. Write each idea down on the board. 7. Continue asking for one idea per group as time permits or until there are no additional ideas. Sharing one idea per turn allows all the groups to contribute to the conversation. 8. Suggest agents take a picture of the board for future reference or ask support staff to distribute the complete list after the meeting. |

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| Icon  Description automatically generated | **BEST PRACTICE:** A mastermind group allows agents to stay ahead of the competition. Peers help each other solve problems through brainstorming and idea-sharing. |

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 leveraged (or plans to) the National Walking Day pop-by idea presented at the last meeting. * If yes, what was their 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 be monthly goal setting. |

1. FUN FACT: April 11th is National Pet 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.*   * For agents active on social media, consider a post that includes a picture of their pet(s) and how they adopted them. Invite connections to share a photo of their pet(s) along with their adoption story in the comments. * This post can be an excellent opportunity to engage with potential buyers and sellers. * Any other ideas? |

1. Adjourn