**Sales Meeting Agenda**  
April 2022 (week 1)

**Management Version**

*The theme for the second quarter is* ***Efficient Systems****. During April, we focus on Lead Management & Generation. This week’s 15-minute learning sprint is a simple goal setting exercise. This activity will show up consistently the first week of every month, so goal setting becomes a habit.*

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| **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 * Play upbeat music 15 minutes before the start of the meeting.   **HANDOUTS**   * [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf) * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/03/agent-agenda-Apr2022-week1.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. Lunch & Learn Workshop – April: How to Identify and 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. Practical Learning: Monthly Goal Setting (15-20 minutes)

* Make sure each agent has the [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf).
* The [Instructional video](https://sparkandlogic.com/videos/monthly-goal-setting/) is embedded into the PowerPoint presentation and will automatically play when you click that slide.

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| Icon  Description automatically generated | **BEST PRACTICE:** Use monthly goal-setting sheets during agent mentoring meetings. |

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 a pop-by for National Walking Day (April 6) * Ask if anyone is promoting or planning to leverage National Pet Day (April 11) with their SOI or social media. |

* 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 maximizing a real estate niche. |

1. FUN FACT: April Showers Bring May Flowers

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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.   + Buy small potted flowers in colorful containers.   + Print eye-catching tags and attach them to a stake in the pot with a ribbon.   + Add your business contact information or business card.   + Drop these off to a few of your best past clients or SOI who have given you referrals. * This contact aims to keep the agent top of mind with their past clients. * Any other ideas? |

1. Adjourn