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

**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 shares best practices for evaluating if a real estate niche is a good fit.*

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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 prior to the start of the meeting.   **HANDOUTS**   * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/03/agent-agenda-Apr2022-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. Marketing Updates (5 minutes)
   1. Company marketing initiatives
   2. Company community service projects and events
   3. Agent marketing opportunities that complement company/brand marketing

Education Opportunities (5 minutes)

* 1. Lunch & Learn Workshop – May: How to Prepare for and Win a Listing Presentation

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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) |

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

1. Practical Learning: How to Evaluate a Real Estate Niche (15-20 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/how-to-evaluate-a-real-estate-niche/) *is embedded into the PowerPoint presentation and will automatically play when you click that slide.*

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| Chat bubble with solid fill | After watching the video, engage agents in a brief brainstorming session.   * Identify other ways to know if a real estate niche is a good fit. Example: Is the agent passionate about the niche. * Ask agents who are already leveraging a real estate niche what they wish they knew before choosing a specialty. |

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| Icon  Description automatically generated | **BEST PRACTICE:** The more engaged an agent is in the meeting, the more valuable the meeting becomes. Watch for opportunities to ask agents to share their knowledge with others. Agents like to be recognized for their strengths. |

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 agents how they feel about the Goal Setting activity that happens the first week of each month.   + How has their focus changed?   + What has been the impact on their business?   + How can goal setting support their yearly business plan? * Ask agents if they have thought about calculating their ROI for any lead sources they are currently using. (April’s Lunch & Learn Workshop) * Ask agents if anyone is planning or has done a Pop-By using the theme “Spring into Action for Referrals.” What were their results? |

* 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 lead generation tips. |

1. FUN FACT: Houses are My Jam!

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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.   + Print eye-catching tags and attach them with a ribbon to small jars of jam (store-bought or homemade).   + Add your business contact information or business card.   + Drop the jam 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