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

**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 will inspire agents with five unusual lead generation tips that top agents leverage.*

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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**   * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/03/agent-agenda-Apr2022-week3.docx) (can be distributed electronically to eliminate paper waste) |

**AGENDA**

1. Welcome (5 minutes)
   1. Introduction of new agents and staff
   2. Good news

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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. 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 – 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: 5 Dynamite Lead Gen Tips (15-20 minutes)

* There is a brief brainstorming activity at the end of the video.
  + Identify local events that would be good for networking. Festivals, arts & crafts shows, community parades, sporting events (5K runs, triathlons)?
* The [Instructional video](https://sparkandlogic.com/videos/5-dynamite-lead-gen-tips/) 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:** 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 | * For agents who have decided to specialize in a real estate niche, ask them how they chose the niche. * Ask agents if anyone is planning or has done a Pop-By. What feedback did they receive? |

* 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 take the form of a mini-mastermind. Agents will identify information a buyer or seller would find helpful.   + After the session, agents should create a customized one-page marketing piece that includes the information and their contact information.   + Suggest ways to leverage this document.     - Takeaway at an Open House     - Posting a teaser about the paper on social media, encouraging people to pm the agent if they’d like a free copy of the information. |

1. FUN FACT: A Clever Way to Say Thanks

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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.*   * Create a memorable thank you gift to let someone know their client referral was appreciated.   + Using a small box, fill partway with filler (see example in PowerPoint). Place a thank you note (i.e., Thanks a LOTTO for the awesome referral) in which you can insert a lottery ticket and your business card.   + Hand deliver to the recipient to make the gift even more special. * The goal of this contact is to show the agent’s appreciation for a referral and remind the recipient the agent is in real estate. * Any other ideas? |

1. Adjourn