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

**Management Version**

*The theme for the second quarter is* ***Efficient Systems****. During April, we focus on Lead Management & Generation. This week’s learning sprint is a mini-mastermind on generating ideas for free giveaways, such as a first-time buyer checklist, in exchange for a consumer’s contact information (lead generation).*

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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-week4.docx) (can be distributed electronically to eliminate paper waste) * [Money Bag Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-flyer.docx) (can be distributed electronically to eliminate paper waste) * Post the [Money Bag Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-flyer.docx) and [Signup Sheet](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-signup.docx) in the meeting room or break area |

**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. Money Bag Agent Contest Announcement

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| Chat bubble with solid fill | Distribute (or email) the [Money Bag Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-flyer.docx).   * Agents can earn cash prizes for obtaining new listings and completing listing presentations! * Announce the contest details and logistics:   + Contest dates   + Prizes   + How to sign up |

1. Marketing Updates (5 minutes)
   1. Company marketing initiatives
   2. Company community service projects and events
   3. Agent marketing opportunities that complement company/brand marketing
2. 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. Mini-Mastermind: Value Exchange Marketing (15-20 minutes)

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| Single gear with solid fill | **Mastermind Goal:**  Leverage the wisdom in the room to identify topics and information that potential buyers and sellers would find of value in exchange for their contact information.  **Objective:** Create valuable giveaways that an agent could offer consumers. A consumer provides their email address, and the agent promptly sends the information.  **Room Setup:**   * Have a flipchart or dry erase board ready for recording ideas. * Divide agents into groups of 5 or 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:** The more engaged an agent is in the meeting, the more valuable the engagement becomes. Watch for opportunities to ask agents to share their knowledge with others. Agents like to be recognized for their strengths. We learn best from our peers. |

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 thinking of using the lead generation tips shared during the last sales meeting (partner with local business using coupons, host first-time homebuyer class, live videos, social media contest, begin networking at local events, etc.) * Ask what they thought of the pop-by idea from the last sales meeting (*Thanks a Lotto for the Awesome Referral*). |

* 1. Parking Lot items from previous meetings

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|  | **BEST PRACTICE:** Asking agents about past training you provided helps them retain the information by keeping it in front of them. Use open-ended questions to involve them in the conversation. |

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 monthly goal setting. |

1. FUN FACT: Mother’s Day is May 8, 2022

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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.*   * Select 5-10 past clients or SOI who are mothers. * Attach a clever tag to a small flowering plant, along with your business card. * Hand deliver the gift to the recipient to make it more special. * The goal of this contact is to recognize the mother on her special day, as well as remind the recipient the agent is in real estate. * Any other ideas? |

1. Adjourn