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

**Management Version**

*The theme for the second quarter is* ***Efficient Systems****. During May, we focus on* ***Listing Management****. This week’s 15-minute learning sprint will review pricing strategies for selling property in 2022.*

|  |
| --- |
| **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.
* Money Bag Agent Contest
	+ Have your Money Bag for token drawing ready.
	+ Decorate the meeting room to reflect the Contest theme. For ideas, review the [Money Bag Contest Instructions](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-instructions.pdf).
	+ If using a scoreboard, update the running total of each agent’s winnings.

**HANDOUTS*** [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/04/agent-agenda-May2022-week3.docx) (email or print)
 |

**AGENDA**

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

|  |  |
| --- | --- |
| 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. Contest Update (5 minutes)

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Using the Activity Tracker sheets agents turned in, invite token-winning agents to the front of the room to draw their token(s) from the Money Bag.
* Next, invite agents eligible for bonus prizes (such as listing presentations or FSBO conversions) to receive their bonus token(s).
* Make a note in your [Agent Winnings Tracker](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-mgmt-tracker.xlsx) of the prize token(s) each agent won. All tokens will be exchanged for cash at the final contest meeting. Waiting until the last meeting to payout builds excitement and makes the entire prize more impactful.
* Remind agents when and where to turn in Activity Tracker sheets.
 |

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 (June): Four Numbers To Bring to Your Next Listing Appointment

|  |  |
| --- | --- |
| 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 covers four numbers agents should be prepared to share during a listing appointment. HINT, it’s not the suggested list price.
* Agents will leave with a fresh perspective on information to include during a listing appointment that will help set them apart from their competition.
 |

* 1. Other real estate classes, events, conferences, etc.
1. Practical Learning: Listing Price & Marketing Strategies for 2022 (10-15 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/listing-price-marketing-strategies/) *is embedded into the PowerPoint presentation and will automatically play when you click that slide.*

|  |  |
| --- | --- |
| Icon  Description automatically generated | **BEST PRACTICE:** Look for opportunities to connect learning content with real-life scenarios to help the agents retain the information and understand how to apply what they’ve learned.  |

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-ups to previous meetings

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Ask if anyone has questions on creating a Marketing Calendar for inclusion in their listing presentation.
* Ask if anyone is planning any Memorial Day marketing activities.
 |

* 1. Parking Lot items from previous meetings

|  |  |
| --- | --- |
|  | **BEST PRACTICE:** Use this time to share with the agents that 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

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Share the meeting date, time, and location.
* Next week, the 15-minute learning sprint will be a mini-mastermind to create a Tracking Board System to help maintain sanity when the market is hot!
 |

1. Spark Your Business: June 4 – Hug Your Cat Day

|  |  |
| --- | --- |
| 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.** Consider a pop-by for your cat-loving SOI and clients.
	+ Print custom tags that include your business card.
	+ Attach tags to small bags of catnip.
	+ Pop by your SOI and clients who love their cats!
* A pop-by is a great way to stay top of mind and gain referral business.
* Any other ideas?
 |

1. Adjourn