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

**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 combine tutorial and hands-on activities as the agents develop a Tracking Board system to manage their transactions.*

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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. * 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-week4.docx) (email or print) |

**AGENDA**

1. Welcome (5 minutes)
   * 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. |

* + Good news
  + General & community service announcements

1. Company Updates (5 minutes)
   * New company listings and buyer needs
   * Company Initiatives (company-specific updates or topics you deem appropriate)
   * “Parking Lot” items from previous meetings
2. Contest Update (5 minutes)

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| 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)
   * Company marketing initiatives
   * Company community service projects and events
   * Agent marketing opportunities that complement company/brand marketing
2. Education Opportunities (5 minutes)
   * Lunch & Learn Workshop – June: What 4 Numbers To Bring to Your Next Listing Appointment

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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 cover 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. |

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

1. Practical Learning: Save Your Sanity with a Tracking Board System (15-20 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/save-your-sanity-create-a-tracking-board-system/) *is embedded into the PowerPoint presentation and will automatically play when you click that slide.*

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| Chat bubble with solid fill | * At the end of the learning video, there is a hands-on activity where the agents will build a tracking board system for either a Buyer or Seller. * If agents struggle to identify tasks or activities, see the list of suggestions at the end of this agenda. Sometimes you may need to help by offering a tip or two. * Go around the room and ask each agent for one activity or task. Continue to go around the room until there are no more suggestions. (This prevents one or two agents from monopolizing the session.) * Suggest agents take a picture of the board for future reference. |

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

1. Real Estate Trends/Updates (5 minutes)
   * Market Reports
   * Production Updates, Listings, Under Contracts, Closings (various ways to share)
     + Previous month vs. the same period last year
     + Year To Date (YTD)
     + Year Over Year (YOY)
   * Company Data – this information is beneficial to newer agents
     + Average DOM from List to Under Contract
     + Average DOM from Under Contract to Close
     + Average / Median List Price
     + Average / Median Sales Price
     + Company’s List Price to Sales Price Ratio
2. Old Business
   * Updates and/or follow-upS to the previous meeting

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| Chat bubble with solid fill | * Ask agents if anyone has questions on creating a Marketing Plan using the calendar approach for inclusion in their listing presentation. * Ask agents if anyone plans any Memorial Day marketing activities. |

* + Parking Lot items from previous meetings

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|  | **BEST PRACTICE:** Use this time to share with the agents that you are listening \*AND\* taking action. |

1. New Business:
   * “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 be replaced with a fun US Flag trivia game in honor of Memorial Day. |

1. Spark your Business: June 14 – Flag Day

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| Chat bubble with solid fill | Consider this twist on pop-bys – pass out flags at an event or use them as takeaways at an Open House.   * Purchase small US flags on wooden sticks * Attach custom tags (sample Image courtesy of Etsy [PartyTimeDesign](https://www.etsy.com/listing/616319751/realtor-pop-bys-printable-tags-the?click_key=39374f603750383fbfc7d5d6577e0e2c5da0d710%3A616319751&click_sum=d9670dc9&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=flag+day+pop+by+real+estate&ref=sr_gallery-1-23&organic_search_click=1) seller) and add your business card.   REALTOR Pop-Bys printable tags-The American Dream image 1 |

1. Adjourn

