**Sales Meeting Agenda**  
May 2022 (week 5)

**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 takes the form of a US Flag trivia game in honor of Memorial Day.*

|  |
| --- |
| **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-week5.docx) (email or print) |

**AGENDA**

1. Welcome (5 minutes)
   * 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. |

* + 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)

|  |  |
| --- | --- |
| 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

|  |  |
| --- | --- |
| 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: US Flag Trivia Game (15 minutes)

|  |  |
| --- | --- |
| Chat bubble with solid fill | * We share some fun facts about our US flag in honor of Memorial Day. * The slides are built into your sales meeting PowerPoint. * Add a little fun by handing out small prizes or company swag. |

|  |  |
| --- | --- |
| Icon  Description automatically generated | **BEST PRACTICE:** Incorporating fun games or contests into Learning Sprints helps agents have a more positive mindset and enjoy higher levels of well-being. |

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)

Real Estate Trends/Updates - continued

* + 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

1. Old Business
   * Updates and/or follow-upS to the previous meeting

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Ask agents about the Tracking Board System presented at the last sales meeting. How would having this system in place impact their business and productivity? * Ask the agents if they have been inspired to try a few pop-bys? What were their results? |

* + Parking Lot items from previous meetings

|  |  |
| --- | --- |
|  | **BEST PRACTICE:** Open-ended questions work best to get agents talking.   * “Tell me more.” * “How did that impact your business?” * “What is stopping you from XYZ?” |

1. New Business:
   * 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 will focus on setting business and personal goals for the month. |

1. Spark Your Business: June is the beginning of BBQ Season!

|  |  |
| --- | --- |
| Chat bubble with solid fill | Text  Description automatically generatedConsider this pop-by with a few of your SOI and past clients.   * Purchase condiment sets or BBQ tools. * Attach a fun tag letting the recipient know their referrals are essential to your business. * Attach your business card. * Drop by – it’s always a good time to catch up with people who refer business to you. * This creative tag can be purchased on Etsy: [click here](https://www.etsy.com/listing/1021999463/summer-bbq-realtor-pop-byreferral-tag?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=real+estate+pop+by+summer&ref=sc_gallery-1-4&sts=1&listing_id=1021999463&listing_slug=summer-bbq-realtor-pop-byreferral-tag&plkey=0e0fad1630af87d065777943ffe42d11b869d6fc%3A1021999463) |

1. Adjourn