**Sales Meeting Agenda**  
June 2022

**Management Version**

*The theme for the second quarter is* ***efficient systems****. During June, we focus on strategies and techniques that help agents* ***outperform the competition****.*

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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 Contest](https://sparkandlogic.com/wp-content/uploads/2022/03/Bag-of-Money.png) – have the Money Bag ready and decorate the meeting space.   **HANDOUTS**   * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/03/agent-agenda-Apr2022-week1.docx) (can be distributed electronically to eliminate paper waste) * Learning Sprint Handouts * [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf) * [Absorption Rate Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/07/Absorption-Rate-Worksheet.xlsx) (excel spreadsheet, distribute electronically) * [Absorption Rate Snapshot](https://sparkandlogic.com/wp-content/uploads/2021/07/Absorption-Rate-Snapshot.xlsx) (excel spreadsheet, distribute electronically) * [Absorption Rate Explanation & Example](https://sparkandlogic.com/wp-content/uploads/2021/07/Absorption-Rate-Explanation.pdf) (pdf, print copies or distribute electronically) |

**AGENDA**

1. Welcome (5 minutes)
   1. 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. |

* 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)

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| Chat bubble with solid fill | **Contest Update Meeting**   * Invite token-winning agents to draw their token(s) from the Money Bag. * 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. * Remind agents when and where to turn in Activity Tracker sheets.   **Final Contest Meeting**   * Provide cash payouts to winning agents one at a time. Make a show of awarding cash by counting out crisp bills in front of the group. * Consider using a toy cash register for extra fun. * Be sure to take photos of the winners and the entire group. |

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)

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| Chat bubble with solid fill | * Provide a quick summary of what the workshop will cover to build interest. * Share the workshop date, time, and location. * Special instructions (i.e., lunch provided or bring a sack lunch) |

* 1. June Lunch & Learn Workshop: [4 Numbers to Bring to Your Next Listing Appointment](https://sparkandlogic.com/june-2022-four-numbers-workshop)

*This workshop covers four numbers agents should be prepared to share during a listing appointment. HINT, it’s not the suggested list price.*

* 1. July Lunch & Learn Workshop: [Find Freedom Through Systems](https://sparkandlogic.com/July-2022-freedom-through-systems-workshop)

*Learn how to leverage different systems, processes, and checklists to run a more efficient business.*

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

Practical Learning (15-20 minutes)

*Choose one learning sprint per meeting or consider inviting a guest speaker.*

* [Monthly Goal Setting](https://sparkandlogic.com/videos/monthly-goal-setting/)

Setting goals regularly is linked to improved performance and success. Each month we guide agents through a quick exercise that helps them set and achieve a personal and professional goal.

* [Absorption Rate](https://sparkandlogic.com/videos/absorption-rate/)

Being able to accurately measure, explain, and leverage the Absorption Rate to clients can set agents apart from their competition.

* [Be More Visible](https://sparkandlogic.com/videos/be-more-visible/)

Show your agents how their brand can become more visible in 3 key areas: in public, within their sphere of influence, and on Social Media.

* [3 Seconds to Make a Great First Impression](https://sparkandlogic.com/videos/3-seconds-to-make-a-great-first-impression/)

You only have 3 seconds to make a powerful first impression. Learn best practices when meeting someone new face to face, online, and over the phone.

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| Icon  Description automatically generated | **BEST PRACTICE:** During mentoring sessions, ask agents how they have applied the lessons from the practical learning sprints to their business. |

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 follow-up to the previous meeting

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| Chat bubble with solid fill | Ask if anyone is utilizing the *Spark Your Business* pop-by and marketing suggestions from previous meetings. |

* 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. * Provide a teaser to build excitement for the next meeting. |

1. Spark Your Business

*End your meetings on a positive note! Each month we suggest fun pop-bys and other creative ways for agents to Spark Their Business and build brand awareness. Choose one idea per meeting or share them all!*

1. Father’s Day Pop-By (June 19, 2022)
2. National Sunglasses Day Pop-By (June 27, 2022)
3. July 4th Giveaways or Pop-By
4. National Pet Photo Day Social Media Sharing (July 11, 2022)