**Sales Meeting Agenda**  
July 2022

**Management Version**

*The theme for the second quarter is* ***efficient systems****. During July, we focus on developing strategies and habits that allow for efficient use of time and improved business practices.*

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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 response time, add it 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. * [Top 10 Contest](https://sparkandlogic.com/top-10-contest-3q22/) – Decorate your meeting space for the contest launch, updates, and conclusion.   **HANDOUTS**   * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/06/agent-agenda-July2022.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) * [7 Tips for Better Time Management Worksheet](https://sparkandlogic.com/wp-content/uploads/2022/06/7_Tips_Handout.pdf) * [Essential Time Management Skills Worksheet](https://sparkandlogic.com/wp-content/uploads/2022/06/Time_Management_Handout.pdf) |

**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. Agent Contest (5 minutes)

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| Chat bubble with solid fill | [**Top 10 Contest**](https://sparkandlogic.com/top-10-contest-3q22/) – Agents compete to earn the most points by working on their business in ten top areas such as goal setting, growth strategies, marketing, and systems.  **Contest Announcement**   * Distribute (or email) the [Top 10 Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2022/06/Top-10-contest-flyer-signup.docx). * Announce the contest details and logistics:   + Contest dates   + Prizes   + How to sign up   **Contest Launch**   * Hand out and review the [Activity Tracker](https://sparkandlogic.com/wp-content/uploads/2022/06/Top-10-Contest-Activity-Tracker.xlsx) sheets (1 per week per agent.) * Review the contest rules. * Identify when and where to turn in each week’s tracking sheets. * Highlight the prizes.   **Contest Updates**   * Update your scoreboard with the points agents have earned. *Tip: Use the* [*management tracker*](https://sparkandlogic.com/wp-content/uploads/2022/06/Top-10-mgmt-tracker.xlsx) *to calculate point totals easily.* * Recognize weekly and overall top point-earners. * Acknowledge exceptional point-earning achievements. * Remind agents when and where to turn in Activity Tracker sheets.   **Contest Conclusion**   * Keep the scoreboard secret until the big reveal. * Make a show of awarding prizes. * 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)
   1. July Lunch & Learn Workshop: [Find Freedom Through Systems](https://sparkandlogic.com/july-2022-find-freedom-through-systems-workshop/)

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

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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. 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 goal and professional goal.

* [Essential Time Management Skills](https://sparkandlogic.com/videos/essential-time-management-skills/)

Learn essential skills for effective and efficient time management. Discover how to improve, evaluate, and enhance your processes and systems.

* [7 Tips for Better Time Management](https://sparkandlogic.com/videos/7-tips-for-better-time-management/)

Time management is a learned skill. This learning sprint explores seven tips that allow agents to take control of their time.

* [Maximize Your Pop Bys](https://sparkandlogic.com/videos/maximize-your-pop-bys/)

Pop By marketing can be a lucrative lead generation source. Learn creative ways to tap into your SOI and past clients and increase your business.

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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! We suggest fun pop-bys and other creative ways for agents to *spark their business* and build brand awareness each month. Choose one idea per meeting or share them all!

1. National Lollipop Day Pop-By (July 20, 2022)
   1. Deliver a bouquet of small lollipops or one “all-day” sucker.
   2. Use discount code SPARK20 for 20% off the sample tag (in PowerPoint) available from Front Porch Portraits on Etsy.
2. National Chocolate Chip Cookie Day Pop-By (August 4, 2022)
   1. Deliver homemade chocolate chip cookies in a cellophane bag.
   2. Use discount code SPARK20 for 20% off the sample tag (in PowerPoint) available from Front Porch Portraits on Etsy.
3. National Happiness Happens Day Pop-By (August 8, 2022)
   1. Deliver heart-shaped cookies in a cellophane bag.
   2. Use discount code SPARK20 for 20% off the sample tag (in PowerPoint) available from Front Porch Portraits on Etsy.
4. Past Buyer CMA Mailing
   1. Select three past buyers who have lived in their homes for 5 to 7 years.
   2. Prepare each homeowner a CMA and customize it by adding a current home photo to the report cover.
   3. Prepare and include an [Absorption Rate Report](https://sparkandlogic.com/wp-content/uploads/2022/05/Absorption_Rate_Calculator.xlsx) ([instructions](https://sparkandlogic.com/videos/absorption-rate/)).
   4. In your letter, let your past client know that, given the current market, you want to share valuable information on their home's potential value. Be sure to end the letter by asking if they know anyone looking to buy or sell and that you will provide their referrals with the same quality service you provided to them.
   5. Hand address the envelope and include 2 or 3 business cards.