



Why Invite Guest Speakers to Your Sales Meetings

Guest speakers share their industry expertise, present new perspectives, and offer valuable connections for your agents. In addition, a new voice offering instruction adds value to your meetings.

Identifying Guest Speakers

Before you begin your speaker search, clarify your meeting objectives and identify the topic you wish a guest speaker to address. For example, let's say this month's meetings focus on increasing the listing inventory. What knowledge would help set your agents apart from their competition in this area? A home stager, inspector, and professional photographer would all have valuable information to share.

TIP: Keep a current list of vendors your agents use and highly recommend. When contacting the vendor about being a guest speaker, mention their relationship with one of your agents.

Ideal Characteristics

When choosing a guest speaker, look for these characteristics:

- Has valuable, real-life experiences to share.
- Can captivate the audience.
- Presents novel ideas and perspectives.
- Reinforces the meeting's purpose.

Value Exchange

Many guest speakers are happy to present at no charge in exchange for the opportunity to share their services and leave behind marketing materials. Building collaborative relationships with industry members adds value to your sales meetings and future business dealings.

Steps for Using Guest Speakers

1. Speaker Invitation (email or phone call)
 - a) Communicate why you think they would be an ideal speaker (i.e., specific agent recommendation, industry experience, etc.)
 - b) Specify the topic you wish to have them present.
 - c) Include how long you would like them to speak. (15-20 minutes suggested)
 - d) Let them know you will allow time for them to share information about their company and leave marketing materials.
2. Speaker Confirmation
 - a) Request a short bio and a sentence on the information they will share. Use this for meeting promotion and as an introduction.
 - b) Determine and provide for AV needs (screen or projector, flip chart, etc.)
 - c) Send the speaker an email reminder 48-72 hours before the meeting confirming the details (time, location, topic, etc.)
3. Meeting Introduction
 - a) Remind your agents why the topic is important.
 - b) Read the speaker's bio to showcase their expertise.
 - c) Use an upbeat tone and show enthusiasm. Your attitude is contagious.
 - d) Thank the speaker and make them feel welcome.
4. After the Meeting
 - a) Email your agents to ask for feedback on the speaker.
 - b) Send the speaker a thank you note or email. If appropriate, share the agent feedback.
 - c) If the agent response is favorable, consider inviting this speaker to future meetings.

Other Considerations

Several industry speakers also offer CE-accredited classes. If you find a speaker offering CE your agents like, consider using them for a future workshop. Receiving CE credit and listening to an engaging speaker will be a win-win for everyone.