**Sales Meeting Agenda**  
September 2022

**Management Version**

*The theme for the third quarter is* ***resource maximization****. During August, we explore creative* ***market strategies*** *that increase business.*

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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 to match the contest theme to build enthusiasm and increase agent engagement.   **HANDOUTS**   * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/08/agent-agenda-sept2022.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), [3 Ways To Market Yourself Featured Websites](https://sparkandlogic.com/wp-content/uploads/2022/08/3-Ways-to-Market-Websites-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. September Workshop: [FSBO Conversion](https://sparkandlogic.com/september-workshop-fsbo-conversion/)

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| Chat bubble with solid fill | * Provide a quick summary of what the workshop will cover to build interest:   *The FSBO Conversion Workshop walks agents through a well-thought-out marketing strategy for converting For Sale By Owners into listings.*   * 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*](https://sparkandlogic.com/wp-content/uploads/2022/07/Guest_Speakers_How_To.pdf)*.*

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

Setting goals regularly is linked to improved performance and success. This quick exercise helps agents set and achieve a personal goal and professional goal.

* [3 Ways to Market Yourself](https://sparkandlogic.com/videos/3-ways-to-market-yourself/)

Explore ways to market through social media, using videos, and building client relationships.

* [Close More Business with Open-Ended Questions](https://sparkandlogic.com/videos/close-more-business-with-open-ended-questions/)
* Learn how to leverage open-ended questions, better serve your buyers and sellers, and create clients for life.
* [Guest Speaker](https://sparkandlogic.com/wp-content/uploads/2022/07/Guest_Speakers_How_To.pdf) Potential Topics
  + USPS Every Door Direct Mail (EDDM)
  + How to Leverage Social Media for Marketing Your Business
  + Best Practices for Creating Print Mailing Pieces

Potential Guest Speaker Occupations

* [United States Postal Service Representative or EDDM Video](https://www.uspsdelivers.com/every-door-direct-mail-101-an-introduction-for-businesses/)
* Local Print Shop
* Social Media Influencer
* One of your Agents or Staff
* CE Course – 1 Hour Elective

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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
   2. “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. |

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!

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|  | 1. National Peanut Day (September 13, 2022)    1. Deliver a small bag of unshelled peanuts.    2. Attach a tag ([free template](https://sparkandlogic.com/wp-content/uploads/2022/08/Im-NUTS-about-your-referrals-POP-BY-TAG-TEMPLATE-freebie.pdf)) and your business card.    3. Use discount code SPARK20 for 20% off other tags available from [Front Porch Portraits on Etsy](https://www.etsy.com/shop/FrontPorchPortraits). |
|  | 1. You Are Appreciated S’more Than You Know    1. Create a s’mores kit, including a box of graham crackers, marshmallows, and chocolate.    2. Package nicely in a gift bag and attach tag and your business card.    3. This pop-by is perfect for September when the evenings are getting a little cooler and people are outside with bonfires.    4. Use discount code SPARK20 for 20% off the sample tag from [Front Porch Portraits on Etsy](https://www.etsy.com/listing/920326140/smores-tags-thank-you-tags-gift-tags?click_key=2f032c2ac74aa80bd2e87fe68896ac040c3a80e2%3A920326140&click_sum=e9fdea22&ga_search_query=smores&ref=shop_items_search_2&sts=1). |
|  | 1. You & Your Referrals are the Core of My Business    1. September starts apple picking for many areas. Place a couple of nice-looking apples into a gift or cellophane bag    2. Attach tag and your business card.    3. Use discount code SPARK20 for 20% off the sample tag from [Front Porch Portraits on Etsy](https://www.etsy.com/listing/1046308139/fall-pop-bys-apple-gift-tags-real-estate?click_key=7b1700cd802a9254e4bd3f05b44f42dedc62122b%3A1046308139&click_sum=f5b451ae&ref=shop_home_active_2&pro=1&sts=1). |