**Sales Meeting Agenda**  
October 2022

**Management Version**

*The theme for the fourth quarter is* ***proactive solutions****. During October, we explore creating an effective* ***business plan****.*

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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. * [Stacks of Kindness Game](https://sparkandlogic.com/stacks-of-kindness-4q22/) – setup up the game in your breakroom   **HANDOUTS**   * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/09/agent-agenda-oct2022.docx) (can be distributed electronically to eliminate paper waste) * Learning Sprint Handouts: [SWOT Worksheet](https://sparkandlogic.com/wp-content/uploads/2022/09/SWOT_Worksheet.pdf), [SMART Goal Setting Worksheet](https://sparkandlogic.com/wp-content/uploads/2022/09/SMART_Goal_Setting_Worksheet.pdf), [Production Goals Calculator](https://sparkandlogic.com/wp-content/uploads/2022/09/Production-Goals-Calculator.xlsx) (Excel, email so can be used on a computer), [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.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. Stacks of Kindess Game (5 minutes)

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| Chat bubble with solid fill | [**Stacks of Kindness Game**](https://sparkandlogic.com/stacks-of-kindness-4q22/) – Using a Jenga game with customized blocks, your agents and support staff play to find the game's "winner" piece. If unsuccessful, they will complete the block's suggested act of kindness. This game is a fun way to engage your entire team, promote your company's values, and build your company culture.   * It is unnecessary to formally announce the game at your sales meeting. Your team will be pleasantly surprised when they find it in the breakroom. * Announce weekly prize winners at your sales meeting. This encourages group participation. * Ask your agents to share their experiences with their acts of kindness. |

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. October Workshop: [Create Your Business Plan](https://sparkandlogic.com/october-workshop-create-your-business-plan/)

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| Chat bubble with solid fill | * Provide a quick summary of what the workshop will cover to build interest:   *The Create Your Business Plan Workshop will help you draft a comprehensive business plan for next year.*   * 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)*.*

* [Start Your Plan with a SWOT](https://sparkandlogic.com/videos/start-your-plan-with-a-swot/)

Help agents identify their strengths, weaknesses, opportunities, and threats with a SWOT analysis. **Handout:** [SWOT Worksheet](https://sparkandlogic.com/wp-content/uploads/2022/09/SWOT_Worksheet.pdf)

* [The Art of Goal Setting](https://sparkandlogic.com/videos/the-art-of-goal-setting/)

Explore how to effectively set business goals that are SMART—Specific, Measurable, Attainable, Relevant, and Timely. **Handout:** [SMART Goal Setting Worksheet](https://sparkandlogic.com/wp-content/uploads/2022/09/SMART_Goal_Setting_Worksheet.pdf)

* [Production Goals Calculator](https://sparkandlogic.com/videos/production-goals-calculator/)

This demo of the Spark & Logic’s Production Goals Calculator shows agents how to quickly and easily estimate the production required to reach their earnings goal.

**Handout:** [Production Goals Calculator](https://sparkandlogic.com/wp-content/uploads/2022/09/Production-Goals-Calculator.xlsx) (Excel, email so can be used on a computer)

* [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.

**Handout:** [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf)

* [Guest Speaker](https://sparkandlogic.com/wp-content/uploads/2022/07/Guest_Speakers_How_To.pdf) Potential Topics
  + Options for Structuring Your Business (LLC, Sole Proprietorship, S Corp)
  + Real Estate Business Planning
  + Goal Setting Importance
  + SWOT Analysis How To
  + Motivational/Success Story

Potential Guest Speaker Occupations

* [Small Business Administration](http://www.sba.gov)
* Local College or University Business Department
* Attorney (proficient in small business startup)
* CPA
* Local Business Owner
* Agent or Staff
* CE Instructor

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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 Taco Day (October 4, 2022) – Pop By    1. Deliver a taco kit or gift card to a local Mexican Restaurant.    2. Attach a [tag](https://www.etsy.com/listing/971641338/cinco-de-mayo-pop-by-tags-printable-tags?click_key=eb8dfb84e36299456d9ad66282f8407762b6545c%3A971641338&click_sum=1283e32b&ref=shop_home_active_3&pro=1&sts=1) and your business card.    3. Use discount code SPARK20 for 20% off the sample tag and others available from [Front Porch Portraits on Etsy](https://www.etsy.com/shop/FrontPorchPortraits). |
|  | 1. Carve Out Time for Your Clients – Pop By    1. Give past clients a small pumpkin and an inexpensive carving kit.    2. Package nicely and attach a [tag](https://www.etsy.com/listing/1047263243/real-estate-pop-bys-gift-tags-printable?click_key=15e2489eb9559df4e161da243dbb6d0e1a9b38e5%3A1047263243&click_sum=ddfe6c79&ref=shop_home_active_6&pro=1&sts=1) and your business card.    3. Use discount code SPARK20 for 20% off the sample tag and others available from [Front Porch Portraits on Etsy](https://www.etsy.com/shop/FrontPorchPortraits). |
|  | 1. National Pizza Month (October) Client Appreciation Event    1. Invite past clients to a pizza party (host individually or as a company.)    2. Choose a date, decide on a budget, decorate the space festively, add upbeat music, and provide pizza, breadsticks, salad, pop, and water.    3. Consider setting up a couple of games: [balloon pop](https://www.pinterest.com/pin/854698835518069266/), guess the number of candy corn in the jar, etc.    4. Provide inexpensive prizes such as $5 gift cards to local shops or free branded items.    5. Use discount code SPARK10 for 10% off the sample invitation and others from [Tidylady Printables](https://tidylady.net/products/pizza-appreciation-invitation-teacher-09449). |