**Sales Meeting Agenda**  
December 2022

**Management Version**

*The theme for the fourth quarter is* ***proactive solutions****. During December, we explore* ***risk management*** *and promote safety and security.*

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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/2022/11/agent-agenda-dec2022.docx) (can be distributed electronically to eliminate paper waste) * [Learning Sprint Handouts](https://sparkandlogic.com/december-sales-meetings-risk-management/) |

**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 Kindness 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. December Workshop: [Safety Culture](https://sparkandlogic.com/december-workshop-safety-culture/)

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| Chat bubble with solid fill | * Provide a quick summary of what the workshop will cover to build interest:   *Agents explore safety best practices and tips for various situations, such as meeting new clients, showing homes or vacant land, and working late.*   * 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)*.*

* [Open House Safety](https://sparkandlogic.com/videos/1618/)

Learn open house safety best practices for agents and sellers.

**Handout:** [Open House Safety Handout](https://sparkandlogic.com/wp-content/uploads/2022/11/Open-House-Safety-Handout.pdf)

* [Risk Self-Assessment](https://sparkandlogic.com/videos/risk-self-assessment/)

Agents assess their business risks regarding document management, passwords, email security, client communication, and electronic device disposal.

**Handout:** [Risk Self-Assessment Handout](https://sparkandlogic.com/wp-content/uploads/2022/11/Risk-Self-Assessment-Handout.pdf)

* [Interview with Tener Tech](https://sparkandlogic.com/videos/interview-with-tener-tech/)

Brian Tenerowicz, President and Founder of Tener Technologies, provides insight on email security, wire fraud, and password best practices.

* [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](http://sparkandlogic.com/wp-content/uploads/2022/11/Dec-Guest-Speakers.png) Potential Topics
  + Self-defense Instructor
  + IT Security Company
  + Law Enforcement
  + Local Business Owner
  + One of your Agents or Staff
  + CE Course (watch for 1 hour CE classes – good for a workshop)
* Potential Guest Speaker Occupations
  + Personal Safety
  + Self-Defense Class
  + Open House Safety
  + Cybersecurity
  + Email and Password Security

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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 next 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. Choose one idea per meeting or share them all!

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|  | 1. National Poinsettia Day, December 12th (Pop By)    1. Give past clients a small, potted poinsettia (consider supporting non-profits selling holiday items) or a home decor item with poinsettia designs.    2. Attach a tag 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/listing/1089763915/poinsettia-gift-tag-pop-by-tags-realtor?click_key=41bd840fe19f4fcaa1b7e3539f63c91b837dd423%3A1089763915&click_sum=84323888&ref=shop_home_active_2&pro=1&sts=1). |
|  | 1. Holidays & End of the Year (Pop By)    1. Deliver holiday wrapping paper (sheets or rolls), festive bows, or package décor items to your SOI.    2. Package nicely and attach a tag 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/listing/1075831008/december-pop-bys-gift-tags-realtor-pop?click_key=0f6307a13af511ecc17bc13498198cc52a565cc3%3A1075831008&click_sum=426d3ef6&ref=shop_home_active_3&pro=1&sts=1). |
|  | 1. Happy New Year (Pop By)    1. Surprise your SOI with champagne, sparkling non-alcoholic juice cocktail, festive NYE hats, glasses, or noisemakers.    2. Package nicely and attach a tag and your business card.    3. The sample tag and others are available from [Market Dwellings](https://www.etsy.com/listing/1108604705/happy-new-year-colorful-bottle-hang-tag?ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=new+years+eve+pop+by&ref=sr_gallery-1-6&edd=1&sts=1&organic_search_click=1). |

1. Act of Kindness – Help the Homeless
   1. Check with a local homeless shelter for a list of donations needed.
   2. Reach out to your friends, family, past clients, and SOI to gather the suggested shelter donations.
   3. If you email your contacts, provide details of the chosen shelter or organization and why.