



Description

An excellent way for agents to generate new leads is to offer consumers valuable information in exchange for contact information. During this mini-mastermind, agents will leverage the wisdom in the room to identify topics and resources that would be of value to potential buyers and sellers. Later, agents can create valuable giveaways to exchange for email addresses or phone numbers.

Preparation

Live Meeting

- Have a computer, projector, and screen or monitor for displaying the [PowerPoint Presentation](#).
- Set up a whiteboard or flip chart and markers for recording discussion responses.
- If 12 or more agents participate, arrange tables and chairs in small groups of 5 or 6 people.
- Set the room so participants can face each other.

Virtual Meeting

- Select a virtual meeting platform with screen sharing so you can present the [PowerPoint Presentation](#).
- If you have many participants, choose a technology that allows breakout rooms. If not, conduct the mastermind as a single group, but make sure everyone contributes to the conversation.
- Encourage attendees to turn on their cameras to maximize engagement and participation.

Instructions

1. Distribute a copy of the [Value Exchange Mastermind Notes Page](#) to each group. If desired, distribute printed copies or email the example value exchange documents ([example 1](#), [example 2](#)).
2. Present the [PowerPoint](#) and introduce the topic.
3. Follow the PowerPoint's step-by-step instructions. See [How to Run a Successful Mastermind](#) for additional tips.
4. Allow the agents to discuss the topic for as long as you see fit. We recommend 10 to 15 minutes.
5. Come back together as a large group and ask agents to share their ideas. Record responses on a whiteboard or flip chart.
6. Collect and compile all the notes at the session's conclusion and email them to the participating agents.

Next Steps: Go Above & Beyond

- At the next sales meeting, ask attendees to share their experiences and results. Public sharing promotes attendance at future meetings and fosters a collaborative environment.
- Follow up individually with agents you are mentoring to facilitate the application of new ideas and share successes.