



Below are questions about this month's sales meeting content you can ask during agent mentoring sessions. Choose the questions that are the most relevant for each individual. These inquiries will keep agents accountable and help them apply new ideas. Furthermore, you will show that agent growth and success are your priority.

General Questions

- What does outperforming your competition mean to you?
- How would you like to outperform your competition?

Learning Sprint Questions

Outperform Your Competition: 6 Essential Strategies

- Do you have a niche? *If yes, discuss how they are leveraging this niche. If not, explore possible niches that would be good fit.*
- Do you use video marketing? *If yes, discuss what has been successful and how to improve. If not, discuss how to get started (if appropriate).*
- What support could the office provide to help you have a larger presence on social media?
- If you were to host a prospecting event, what would it be?
- How effective is your follow-up process? What are areas that you could improve?
- What have you done recently to provide exceptional customer service? *Follow up with discussion of missed opportunities and areas for improvement.*

3 Seconds to Make a Great First Impression

- What tip from this learning sprint are you going to try the next time you meet someone new?

Absorption Rate

- Have you tried calculating the current absorption rate? *If not, provide additional support.*
- How have you (or could you) leverage the absorption rate with your clients?

Be More Visible

- How do you ensure people know you are in real estate when you are out in public?
- What have you done this month to stay top of mind with your SOI and past clients?
- Do you have a tagline? *If yes, brainstorm ways to leverage. If not, discuss steps to take for creating a unique one.*

