



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 marketing strategies are you currently using in your business?
- What challenges do you have when it comes to creating or implementing marketing strategies in your business?

Learning Sprint Questions

Content Marketing Kickstart

- What ideas did you take away from the Content Marketing learning sprint?
- If you were to create content, what would be your main area of expertise?
- What are your feelings about blogging versus video content?

FSBO Conversion Strategy

- Tell me about a time you were able to convert a FSBO to a listing.
- What caught your attention during the FSBO Conversion learning sprint?
- What geographic area would be good for you to farm for FSBOs?

Become a Referral Magnet

- What percentage of your business comes from referrals or your professional network?
- How do you motivate or incentivize past clients to refer new clients to you?
- Tell me how you nurture your professional connections so they will send referrals your way?

Activity: What's in the Box (open-ended questions)

- What did you think of this activity?
- What open-ended questions do you frequently use with buyers and sellers?

Monthly Goal Setting

- Are you on track to achieve your monthly goal(s)?
- How can we help you achieve your monthly goal(s)?

