

# SALES MEETING AGENDA

January 2024

Management Version

## 1st Quarter Theme: *Sustainable Growth*

- **January** – Attracting New Business
- **February** – Retaining Past Clients
- **March** – Prospecting

### BEFORE YOUR MEETING

- [Promote](#) your meeting.
- [Set up your room for success.](#)
- Have a [Parking Lot](#) ready for questions/comments you will address later.
- Print or email [meeting handouts.](#)

### MEETING AGENDA

#### 1) Welcome (5 minutes)



**BEST PRACTICE:** Start on time, add personal touches, and show agents and staff they are valued members of your team.

#### 2) Company Updates (5 minutes)

#### 3) Marketing Updates (5 minutes)

#### 4) Real Estate Wants & Needs (5 minutes)

#### 5) Education Opportunities (5 minutes)

#### 6) Practical Learning (15 minutes)

[Learning Sprint](#) or [Guest Speaker](#)

#### 7) [Real Estate Trends](#) (10 minutes)

a) Market Reports: National Trends ([January 2024 Talking Points](#))

b) Market Reports: Local Trends

c) Company Production Updates

d) Company Data

#### 8) Old Business (5 minutes)



**BEST PRACTICE:** Use this time to show your agents you are listening AND taking action.

#### 9) New Business ([Parking Lot](#) items from this meeting if time permits)

#### 10) Next Meeting

#### 11) Spark Your Business



**BEST PRACTICE:** End your meeting on a positive note! The *Spark Your Business* marketing suggestions ensure the last thing agents remember from your meeting is that you gave them a simple tool to improve their business immediately.

### AFTER YOUR MEETING



The value of a sales meeting extends beyond the actual meeting itself. Continue to engage and support your agents by distributing helpful meeting notes, answering questions that were not addressed, and assigning action items for follow-up.