



## Prospecting

Help your agents master prospecting, maintain a steady stream of customers, and avoid income peaks and valleys.

Use this checklist and calendar to map out and deliver outstanding sales meetings this month. Write meeting details, tasks, and deadlines on the calendar. Create a pro-active plan and delegate duties as needed.

### Sales Meetings

- Set your meeting date(s)
- Create agendas for each meeting ([management](#) and [agent](#))
  - Select a Learning Sprint
    - o [Build Your Database](#)
    - o [Scheduling Prospecting Time](#)
    - o [7-Tips for Boosting Your Prospecting](#)
    - o [Monthly Goal Setting](#)
    - o [Guest Speaker](#)
  - Choose a [Spark Your Business](#) idea to share
    - o National Plant a Flower Day (pop by)
    - o St. Patrick's Day (pop by)
    - o First Day of Spring (pop by)
    - o Local Market Trends (mail or email)
  - Identify other items to include on your agenda
    - o Company Updates
    - o Marketing Updates
    - o Real Estate Wants & Needs
    - o Market Trends ([local](#) and [national](#))
    - o Sales Contest
- Customize your meeting [PowerPoint](#) or [Google Slides](#) presentation
- [Promote](#) your meeting
- Prepare to deliver

Sun	Mon	Tue	Wed	Thu	Fri	Sat
"Success is the sum of small efforts, repeated day in and day out." <i>Robert Collier</i>					1	2
3	4	5	6	7	8	9
10 <small>Daylight Saving Time</small>	11	12	13	14	15	16
17 <small>St. Patrick's Day</small>	18	19	20	21	22	23
24	25	26	27	28	29	30
31 <small>Easter Sunday</small>						

### A Look Ahead

#### April: Lead Generation & Management

April will focus on developing effective lead generation and management systems. Learning Sprints will help agents make smart lead generation business decisions, and a mini-mastermind will offer an opportunity to create a value-exchange marketing strategy.