



Competitive Edge

Help your agents develop strategies and systems to stand out from the crowd and outshine their competition.

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 [Agent Role-Play: Buyer Representation Objections](#)
 - o [Outperform Your Competition](#)
 - o [Leveraging National Data](#)
 - o [Monthly Goal Setting](#)
 - o [Guest Speaker](#)
 - Choose a [Spark Your Business](#) idea to share
 - o Independence Day, July 4th (pop by)
 - o World Chocolate Day, July 7th (pop by)
 - o Local Recreation Newsletter (mail or email)
 - o Back-to-School Supplies Drive (community outreach)
 - 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
<p style="text-align: center;">"Your competitive edge must be perceivable, promotable, and something the market will pay for." <i>Brian Tracy</i></p>						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

A Look Ahead

July: Time Management

In July, we focus on developing systems and habits for efficient time management. When agents better manage their time, they take control of their day, increase performance, and achieve goals faster.