

EDGE *Online Series*

Tactical Sales, Marketing & Implementation Webinars



The *EDGE Online Series* provides sales strategies and tactical solutions to Loan Officers seeking to increase their purchase production regardless of market conditions.

The *EDGE Online Series* will empower Loan Officers to:

- Differentiate themselves from the competition
- Build a strategic business plan designed to create a sustainable business
- Increase market share and loyalty among your key referral sources
- Focus on effective marketing and consistent prospecting activity
- Develop referral sources through a methodical approach

EDGE Online is conducted in a series of eight, 60 minute instructor-led webinars with weekly assignments and valuable tools to ensure execution.

Empower yourself today by enrolling in the nation's most respected sales training program.

To enroll in the *EDGE Online Series* call 678-325-3500, today!

XINNIX
THE MORTGAGE ACADEMY OF EXCELLENCE.™

EDGE Online I

Four Sales & Marketing Classes

Class 1 – The Four Pillars of Success: #1 - Marketing Effectively

- Measure yourself against the six attributes of the most successful LOs to effectively prioritize.
- Identify the specific types of Key Targets you want to target to create unbelievable momentum.
- Learn how to profile your Key Targets and create powerful marketing strategies.
- Know how to effectively obtain an appointment with a Key Target to grow your production.
- Determine your level of persistence and what is necessary to gain market share.

Class 2 – The Four Pillars of Success: #2 - Building Relationships

- Identify various ways of spending quality one-on-one time with your Key Targets to develop long-term relationships.
- Learn the art of asking open-ended questions by utilizing the FORD technique.
- Identify your unique selling proposition to increase your lead conversion ratio.
- Learn a powerful technique for opening a one-on-one ten minute meeting.
- Interview a Key Target with confidence and create a long-term relationship.
- Know the tactical strategy to conducting a highly effective breakfast or lunch meeting.
- Create your customized one-on-one Key Target presentation.
- Overcome the most common referral source objections with confidence.

Class 3 – The Four Pillars of Success: #3 - Following Through

- Create business disciplines to keep you focused on your daily priorities.
- Enable you to exceed your commitments and build a respected reputation.
- Send value-added information to Key Targets that gets their attention and their business.
- Identify the various sources for creating value-added marketing pieces to establish you as the expert.
- Determine the mindset of a fanatic and achieving excellence in your business.

Class 4 – The Four Pillars of Success: #4 - Delivering Value

- Build a team committed to providing great service to your Key Targets.
- Create a supplemental pipeline report to monitor stages of each loan to ensure you deliver exceptional service.
- Implement a structured weekly meeting with your team.
- Leverage every closing with highly effective marketing strategies.
- Position you and your referral sources in front of each closed loan customer through a post-closing strategy that will effectively grow your business.

EDGE Online I Take-aways

- Production Goals Worksheet
- Key Target Interviews
- Personal Profile Information
- Professional Profile Information
- Scripts: Warm Referrals
- Scripts: Handling Objections
- Scripts: Opening a 10 Min Mtg
- Scripts: Asking for Referrals
- Professional Interview Guide
- UVP Template
- Example UVPs
- VAPOR Statements
- LO Presentation
- Great Sites for VAPs
- List of Small Promises (VAPs)
- Script: Calling Listing Agents
- Top 20 Questions for an LO
- Sample Marketing Strategy
- Team Meeting Agenda
- Get to Know Team Members
- Pipeline Management
- 6th Page of 1003
- Scripts: Closing a Meeting
- Sales Articles for Key Targets
- Key Business Disciplines
- Signature Lines

EDGE *Online II*

Four Implementation Classes

Class 1 – Efficiency in Time Management

- Create a blueprint for success through writing and implementing your LO Business Plan.
- Market your services by focusing on your referral sources and eliminating the competition.
- Leverage a planning process that maximizes your prospecting time.
- Measure your daily activity to ensure success in owning your marketplace.

Class 2 – Overview of Call Reluctance

- Learn the number one secret to success in sales based on 30 years of research.
- Learn what sales call reluctance is and how much it costs you monthly.
- Understand the traits of natural self promoters and the three critical techniques they employ.

Class 3 – Overcoming Call Reluctance

- Assess your specific sales call reluctance and how it could be costing you thousands of dollars in lost commissions.
- Learn how to overcome your sales call reluctance by employing mortgage-specific strategies and proven prescriptions provided by the experts.
- Create your own solutions to call reluctance for immediate implementation.

Class 4 – Art of Implementation

- Achieve flawless execution of your Business Plan and the vision needed to reach your professional goals.
- Discuss new business disciplines for immediate execution within your business.
- Determine top three action items that will impact your success.
- Introduce tracking tool to further prospecting activity and continue the momentum.
- Discuss the Key Targets list and how to maximize effectiveness.

EDGE *Online II* Take-aways

- Daily Time Tracker
- Sample Business Plan
- Call Reluctance E-book
- Presentation Outline
- Mileage for Success in Prospecting
- Personal Assessment of Call Reluctance
- Call Reluctance Action Plan
- Weekly Flight Plan
- Follow up Process for Presentation
- Key Targets List
- Referral Summary
- Business Plan Template
- Scripts: Calling Database
- Morning Brief/Debrief
- And more...

**The next upcoming EDGE *Online Series* begins soon.
Register early as class sizes are limited.**



Contact your XINNIX Representative for complete details. 678-325-3500