



2011

Menu of Training Programs & Services



There are no shortcuts to excellence.

2011 Training Programs & Services

Leadership Development

LEADERSHIP *Online* – *Management Series covering Recruiting, Planning, Coaching & Leadership*

Four, ninety-minute, live webinars engineered to drive a team's production by leveraging the tactical skills, strategic planning techniques and proven business concepts taught throughout XINNIX training programs.

LEADERSHIP *Lessons* – *Valuable Webinars for Managers to Enhance Execution*

Offered quarterly, these sixty-minute, live webinars for managers help reinforce best leadership practices and deliver proven lessons to help managers inspire, empower & create direction for all members of their team.

Rapid Coaching – *A Series of High Impact Sales Meeting Videos with Manager Instructions*

An annual series of 20 sales, prospecting, marketing & business development videos designed to help managers lead more effective sales meetings. These insightful, short videos average 5 minutes in length and come with manager notes that outline principle lessons, team discussion points & assignments.

Advanced Sales Training

EDGE *Online I* – *Effective Marketing, Referral Partner Profiling, Building Relationships, Delivering Trust*

Four, ninety-minute, live sales & marketing webinars focused on building the most critical Loan Officer empowerment skills that lead to growth without limitations and unprecedented levels of success.

EDGE *Online II* – *Time Management, Sales Accountability, Peak Prospecting, Powerful Presentations*

Four, ninety-minute, live sales & execution webinars focused on time management, business development skills, sales prospecting productivity and learning the art of capturing maximum local market share.

EDGE *Online Series* – *EDGE Online I & II Training Programs combined with 3 months of ENERGY Webinars*

Save 20% off our normal tuition rates plus receive three months of ENERGY Webinars.

EDGE *Refuel* – *EDGE Refresher Training Course*

Three, ninety-minute live webinars focused on recapping the most critical areas of the EDGE program. This class is designed to refocus and enhance the skills of prior EDGE graduates.

ACCELERATOR *Online I & II* – *Advanced Business Development program exclusively for EDGE Graduates*

Six, ninety-minute, live business development & lead generation webinars for Loan Officers seeking to grow their production via personal branding, database mining, client retention, generating leads & social media.

ADVANTAGE *Online I & II* – *A Sales, Marketing & Business Development program for Wholesale AEs*

Eight, ninety-minute, live webinars focused on sales, marketing, prospecting & time management practices. Phase II focuses on critical AE skills, enhancing referral relationships & capturing maximum local market share.

LEAD CONVERSION *I & II* – *Enhancing Sales, Listening & Closing Skills*

Two, ninety-minute, live webinars provide a step-by-step approach and systematic sales process designed to gain every lead's trust and confidence, while vastly improving every sales opportunity.

The Complete Loan Application – *A Focus on Application Quality, Customer Service & Client Referrals*

One ninety-minute, live webinar focused on teaching an LO how to complete the highest quality loan application, ensuring a successful partnership between operations and sales while providing the ultimate customer experience and maximum client referrals.

2011 Training Programs & Services

New Mortgage Professionals

Ground School – *Essential Industry Training includes 3 Comprehensive Workbooks & 57 Lessons*

A comprehensive, self-paced learning program, with study schedules, online testing & full instructor support.

ORIGINATOR – *Comprehensive New Loan Officer Training Solution*

A complete academic, technical & advanced skills training program offering everything a new mortgage professional needs to launch a successful career. Includes 57 academic learning lessons, 25 practical case studies, multiple video learning modules, in-branch and in-field assignments, on-boarding checklists, online quizzes, tests, a certification exam & full-time instructor support via telephone and e-mail. This highly respected certification program includes the *EDGE Online Series* and 12 months of *ENERGY Webinars*.

Specialty Programs & Services

ENERGY Webinars – *A 1 Year Series of Live, Monthly Sales & Business Webinars for LOs & Key Referral Partners*

Continuing education classes featuring well-known authors, motivational speakers & subject matter experts that deliver insight, direction and motivation to every participant. Six monthly classes are designed exclusively for Loan Officers & six monthly classes are designed for LOs & up to three of their key referral partners.

FHA I, II, III & IV with Testing – *Comprehensive, Specialized Knowledge for All Originators*

Four ninety-minute, live classes provide the essential & advanced knowledge & skills required to proficiently originate FHA loans. A comprehensive exam is administered post-training to ensure a mastery of FHA.

POWER Online – *The Power of Partnerships & Communication*

Two ninety-minute, recorded webinars for sales administrators, junior Loan Officers, marketing support and anyone directly supporting the sales effort and interested in enhancing their partnership and communication.

The Power of Your Mission – *A Focus on Executing with Excellence*

A ninety-minute webinar for anyone who would like to create a life of abundance and clarity by determining their true mission and purpose, both personally and professionally.

Performance Boosters – *A 1 Year Series of Monthly Reinforcement Videos*

XINNIX President, Casey Cunningham delivers valuable business development tips via short video messages throughout the year, direct to the desktops of your entire sales force team.



“We design and deliver the most comprehensive, integrated suite of high-impact training solutions in the mortgage industry. Our programs and services can meet the complex needs of a Fortune 500 company to the personal needs of an individual seeking a new career in the mortgage industry. I personally encourage you to speak with us to explore how we can serve your professional training & development needs.”

Casey Cunningham, President & Founder
XINNIX, The Mortgage Academy of Excellence

2011 Program & Services Pricing

LEADERSHIP <i>Online</i> \$599/attendee	EDGE <i>Online Series</i> \$798/attendee
LEADERSHIP <i>Lessons</i> \$199/year/manager	EDGE <i>Online I or II</i> \$499/attendee
Rapid Coaching \$299/year/manager	ENERGY <i>Webinars</i> \$299/year/attendee
ORIGINATOR \$2,799/student	EDGE <i>Refuel</i> \$299/attendee
Ground School \$999/student	FHA <i>I, II, III, IV with Testing</i> \$349/attendee
ACCELERATOR <i>I & II</i> \$628/attendee	LEAD CONVERSION <i>I & II</i> \$249/attendee
Power of Your Mission \$99/attendee	Complete Loan Application \$99/attendee
POWER <i>Online</i> \$99/attendee	Performance <i>Boosters</i> \$49/year/attendee
Key Notes/Speeches Call for quote	ADVANTAGE <i>Online I & II</i> \$798/attendee

XINNIX Testimonials

“Casey and the entire XINNIX team are THE leading experts in understanding the concepts behind what makes a mortgage originator a ‘top producer’. Their creative, easy-to-understand (and follow) steps will put any average mortgage banker into a motivated ‘sky’s the limit’ mindset, giving them the tools to make his or her dreams a reality, both in business and in life. Having been a supporter of XINNIX for the past decade, I know they will also cheer at your success every step of the way!”

-- Liz Bent, Academy Mortgage, January 22, 2011

“In my long career as a mortgage banker I have attended numerous sales training programs presented by the top trainers in our industry and I can honestly report that Casey’s sales training for loan officers and for leaders is without a doubt the very best training available. Bottom line; if you follow the advice Casey provides you will be more successful.”

-- Tim Allen, CMB, December 27, 2010

“I’ve recently had the good fortune of attending an 8 part sales webinar given by XINNIX and Casey Cunningham. The structure and methodology was encompassing and in depth. Each section was expertly broken down so that you understood not only the “how to” but the “why” as well and I found this planted deep seeds that will remain with me and help grow my business in the future. I would eagerly recommend this course to a friend or colleague, but definitely not to my competition!”

-- Martin Ball, SunTrust Mortgage, December 18, 2010

“I have been fortunate enough to interact with Casey on a daily basis and witness her exceptional commitment to client satisfaction. Her quest for continual improvement invigorates those around her and yields impressive results for her company and client base. Casey is a dynamic and consummate professional who inspires her co-workers to achieve more and to never stop learning. I highly recommend her for any lending organization that seeks to improve its profitability and sales goals.”

-- Joy Harper, William Mills Agency, December 16, 2010