



XINNIX EDGE ONLINE SERIES

Tactical Sales, Marketing & Implementation Webinars

Are you ready to learn the sales strategies & tactical solutions to Grow Your Business in any marketplace?

- ▶ Are you seeking to grow your production regardless of market conditions?
- ▶ Would you like ways to truly differentiate yourself from your competition?
- ▶ Are you ready to build a business plan that creates sustainable value?

WE HAVE THE SOLUTION...

XINNIX EDGE, the nation's most highly respected mortgage sales training program, is now available via a series of instructor-led, ONLINE classes!

EDGE® *Online I*

Four Sales & Marketing Webinars

EDGE® *Online II*

Four Implementation Webinars

- ▶ Live Online Visual Interactive Training
- ▶ Seasoned Veteran Instructors Sharing Proven Best Practices
- ▶ XINNIX Sales Processes for Quickly Building Your Business
- ▶ Valuable Downloads & Tools Available after all Classes
- ▶ Accountability & Execution are Your Only Prerequisites for Success
- ▶ 3 Monthly Coaching Calls Follow both Complete EDGE Series
- ▶ Unlimited Access to XINNIX Member Resource Center

We invite you to visit XINNIX.com/Mark Baker to hear a Top 200 Producer speak about The EDGE.

MANAGERS: We highly recommend that you encourage your entire sales team to attend the complete series to reinforce a sales process, create a common language and model a team approach.

Designed specifically for experienced Loan Officers, this complete series of 8 classes is presented in an easy to attend online format. Each session is 60-90 minutes and includes pre-course work, handouts, and downloadable documents for your immediate use. To ensure execution and a true return on your investment, each session is followed by weekly assignments that directly apply to growing your production. This course is for Loan Officers truly serious about the mortgage industry.



XINNIX EDGE ONLINE I

Four Sales & Marketing Webinars

Week 1 – The Four Pillars of Success: #1 KNOW YOU (Marketing)

- ▶ 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.

Week 2 – The Four Pillars of Success: #2 LIKE YOU (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 sustainable 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 real estate agent objections by confidently addressing them.

Week 3 – The Four Pillars of Success: #3 TRUST YOU (Follow-thru)

- ▶ 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.

Week 4 – The Four Pillars of Success: #4 YOU MAKE THEM MONEY (Deliver)

- ▶ 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 a highly effective marketing strategy.
- ▶ Position you and your Agents 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 Interview Forms
- Agent Recon Template
- Personal Info Form
- Scripts: Warm Referral to KT
- Scripts: Handling Objections
- Scripts: Opening a 10 Min Mtg
- Scripts: Asking for Referrals
- Professional Interview Forms
- UVP Template
- Example UVPs
- VAPOR Statements
- LO Presentation
- Great Sites for VAPs
- List of Small Promises (VAPs)
- Script: Calling Listing Agent
- Top 20 Questions for an LO
- Sample Marketing Strategy
- Team Meeting Agenda
- Get to Know Team Members
- Pipeline Management Template
- 6th Page of 1003
- Scripts: Closing a Meeting
- Sales Articles for Key Targets
- Key Business Disciplines
- and more...





XINNIX EDGE ONLINE II

Four Implementation Webinars

Week 1 – EFFICIENCY IN TIME MANAGEMENT

- ▶ Achieve flawless execution of your Business Plan and the vision needed to reach your professional goals.
- ▶ Measure your daily activity to ensure success in owning your marketplace.
- ▶ Market your services by focusing on your referral sources and eliminating the competition.
- ▶ Select the right referral sources and territory to quickly accelerate your business.
- ▶ Create a blueprint for success through writing and implementing your LO Business Plan.

Week 2 – MAXIMIZING SALES PRODUCTIVITY I

- ▶ 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.

Week 3 – MAXIMIZING SALES PRODUCTIVITY II

- ▶ 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.

Week 4 – POWERFUL PRESENTATIONS

- ▶ Uncover the secrets to selecting the right office in order to be more strategic with your time.
- ▶ Create a marketing strategy to capture the business you want from an 'open' or 'closed' office.
- ▶ Interview a broker effectively and with confidence in order to gain loyalty.
- ▶ Learn the five keys to making powerful sales meeting presentations and capture more business.
- ▶ Deliver the most effective lunch-n-learn programs to become the Loan Officer of choice among Key Targets.

Register for *EDGE Online I* or the *EDGE Online Series (I & II)* for ultimate value & savings!

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

Contact your XINNIX Representative for complete details.

EDGE Online II Take-aways

- Daily Time Tracker
- Sample Business Plan
- Call Reluctance E-book
- Outline for Conducting Presentation
- Mileage for Success Template
- Personal Assessment of Call Reluctance
- Call Reluctance Action Plan
- Scripts for Opening/Closing Presentation
- Weekly Flight Plan
- Follow up Process for Presentation
- Key Targets List
- Referral Summary
- Business Plan Template
- Scripts: Calling Database
- Tactics for Approaching Decision Makers
- Morning Brief/Debrief
- Recommended Topics for Impactful Presentations
- Sales Meeting Checklist
- LnL Checklist

