

# XINNIX EDGE

Advanced Loan Officer Training



## The #1 Rated Business Development Workshop in the Industry

Experience how thousands of professional Loan Officers have been empowered to grow their production. Learn to enhance your sales, increase your income, and organize your business. Expect no hype, cheerleading or fancy lectures. Simply put, you will learn practical, proven business skills from the nation's most respected mortgage academy.

The XINNIX EDGE delivers the tactical steps to immediately enhance your business.

- Identify four critical building blocks to capture and sustain business from any referral source.
- Effectively profile new referral sources to create powerful marketing strategies.
- Assess your specific sales call reluctance and how it is costing you thousands of dollars!
- Create direction and purpose for your goals to achieve the quality of life you desire!
- And much, much more.

*"I WISH I could require every single loan officer to attend this class! My top three producers who attended with me were blown away... This blows the lid off anything I learned in other mortgage specific training classes!"*

Kim Willoughby, Branch Manager

Join  
XINNIX.com  
TODAY!

Free, Valuable  
Resources

Accelerate your success with The XINNIX EDGE!  
Enroll today and change your career forever.

Register at [XINNIX.com](http://XINNIX.com) or call 877-798-9996

**XINNIX**  
THE MORTGAGE ACADEMY OF EXCELLENCE.™

## THE MISSION

To provide you with the essential knowledge, tools, strategies, and disciplines that will accelerate your production and transform your business!

*Each EDGE class day will begin promptly at 8:00 a.m. and end promptly at 5:00 p.m. with approximately one hour for lunch and miscellaneous breaks.*

## TWO POWERFUL DAYS OF SKILLS MASTERY!

### A Case Study in Success

- Learn why so many talented and knowledgeable Loan Officers fail to earn what they are worth.
- Examine the business practices of two different Loan Officers to identify success strategies for your business.

### Sales Assessment Insight

- 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.
- Learn the number one secret to success in sales based on 30 years of research.

### Clarifying Your Business Objectives

- Obtain focus and clarity on your production and financial goals in order to achieve them.
- Measure yourself against the six attributes of successful Loan Officers to effectively create your plan.
- Create a strategy to improve your performance and ultimately dominate the market in the shortest period of time!

### Marketing to Key Targets®

- Identify the specific types of Key Targets® you want to target to create unbelievable momentum!
- Learn how to profile your Key Targets® so you can create powerful marketing strategies.
- Know how to effectively ask a Key Target® for an appointment.
- Interview a Key Target® with confidence and create a long-term sustainable relationship.
- Know what to do when a Key Target® won't return your call.
- Send value-added information to Key Targets® that gets their attention and their business.
- Customize your one-on-one Key Targets® presentation with a compelling value proposition.
- Overcome the most common real estate agent objections by confidently addressing them.

## **#1 RATED MORTGAGE SALES WORKSHOP IN THE INDUSTRY!**

### **Capturing a Real Estate Office**

- Learn five keys to making powerful sales meeting presentations to capture more business.
- Learn powerful and effective follow-up techniques after a meeting.
- Develop a strategy for professionally approaching a Real Estate Broker to schedule a sales meeting.
- Deliver the most effective lunch-and-learn programs to become the Loan Officer of choice.

### **Powerful Mission Planning**

- Create direction and purpose both personally and professionally to achieve the quality of life you desire!

### **Benchmarking Your Success**

- 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 the marketplace.
- Market your services by focusing on your referral sources and eliminating the competition!

### **Strategic Business Planning**

- Select the right referral sources and territory to quickly accelerate your business!
- Analyze your existing business and database to create a comprehensive plan for success.
- Examine the various niches and select the ones that are right for you and your market.
- Create a blueprint for success through writing and implementing your Loan Officer Business Plan.

### **Top Ten Action Items**

- Identify the critical action items that will immediately increase your production upon effective implementation.

*“Through excellence, there are infinite possibilities.”*

The XINNIX Team

Most expenses incurred by individuals participating in XINNIX training are eligible for favorable tax advantages. Tax deductibility may significantly reduce the effective cost of one's XINNIX investment. Please consult with a tax advisor regarding your eligibility.