



XINNIX LEADERSHIP AGENDA

The Leadership Program Mission

To deliver proven strategies, business disciplines, knowledge, and insight to rapidly accelerate Loan Officer production, recruiting and sales team success.

Two Powerful Days of Learning!

Each Leadership skills day begins promptly at 8:00 a.m. and ends promptly at 5:00 p.m.
One hour for lunch and several breaks will occur throughout the day.

Essential Leadership Skills

- Identify six critical skills required to be a highly effective manager and leader in today's marketplace.
- Evaluate your current sales environment and skill set to prioritize a growth plan specific to your team.

Planning and Executing with Excellence

- Implement four vital planning steps proven to immediately accelerate your team's production.
- Learn the critical components required in a business plan to effectively lead your Loan Officers.
- Measure your Loan Officers against six attributes of highly successful originators in order to better assist them in creating a tailored plan designed to yield immediate individual results.
- Obtain focus and clarity regarding each of your Loan Officer's production and financial goals in order to identify exactly how you can best support their requirements for success.
- Review and discuss various account assignment strategies that will lead to greater marketplace penetration and higher productivity in the shortest period of time.
- Critically evaluate the value of your time and conduct effective, powerful sales meetings.

Measurement, Accountability and Standards

- Learn key sales activity measurement tools designed to guarantee daily success of your Loan Officers.
- Discover daily and weekly activity planning strategies that will empower you with stronger coaching and communication skills designed to enhance the prospecting and sales activities of your Loan Officers.

Understanding and Eliminating Sales Call Reluctance

- Assess 12 types of sales call reluctance and how it is literally costing you and your Loan Officers thousands of dollars in lost monthly commissions!
- Understand how to overcome sales call reluctance by employing mortgage-specific strategies and proven prescriptions by the experts.
- Learn the number one secret to success in sales based on 30 years of research.

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.



Forming a Clear Mission and Vision

- Given the significance of a mission statement, you will be empowered to create direction and purpose for your branch that engages every team member.
- Obtain the clear steps to designing operating principles that will lead to excellent associate retention while attracting new and exciting talent.

Managing the Zoo

- Given the four unique personalities and 11 ways of recognizing them, you will be able to effectively adjust your management style to gain the most from each Loan Officer.
- Learn how to gain the most productivity from each team member and gain increased loyalty at the same time.
- Discover the proper communication methods to successfully recruit highly productive Loan Officers.

Coaching for Excellence

- Given the definition of true coaching and the necessary coaching skills for a leader, you will be able to confidently motivate your team members for higher production.
- Drastically improve communication within your team by following the five steps to effective coaching.

Recruiting for Excellence

- Identify the strategic methods of locating new and experienced Loan Officers to grow your business in the shortest time possible.
- Obtain twenty unique recruiting techniques that are highly effective in attracting top producers!
- Maximize the sales candidate screening process to ensure you are identifying high quality candidates.
- Successfully recruit your sales force with passion and effectiveness.

Branch Business Planning

- Learn to facilitate a business planning day that will be the launching pad for your Loan Officers.
- Organize the entire workshop into a detailed and concise plan with clear direction and priority.

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