

BUSINESS DEVELOPMENT WORKSHOP™

A high-impact training experience designed to equip mortgage leaders with the tools, strategies, and confidence they need to drive serious production results.

This is not theory. This is execution.

Delivered through four dynamic one-hour webinars or one full-day, in-person intensive, this workshop is your catalyst to elevate team performance and fuel business growth.

What will you gain?

You will walk away with:

- Proven strategies to grow market share and dominate your territory
- A three-step coaching method to motivate teams and increase production
- A repeatable system to plan for success with clarity and focus
- Leadership skills to retain top talent and create a culture of loyalty and energy

What's included?

- Four 60-minute, instructor-led sessions (or one full-day, in-person workshop)
- Exclusive, ready-to-use business tools:
 - Branch Business Plan Template
 - One-on-One Coaching Template
 - Team Meeting Agenda
 - Ride-Along Worksheet
 - And more

These are designed to be implemented immediately to drive performance.

The aviation industry has one of the highest success rates because pilots train with precision, process, and mastery. At XINNIX, we model that same approach, equipping sales professionals and leaders with the knowledge, skills, and disciplines needed to perform at the highest level.

Intended Audience

- Branch/Sales Managers
- Producing Branch Managers
- Regional/Area Managers
- Executive/National Sales Managers



Program Agenda

Class One: Growing Your Market Share

Gain the strategies and structure to increase your branch's market presence and drive long-term growth.

- Create a team vision that inspires and aligns
- Use account strategies that expand territory
- Build local dominance through focused action

Class Two: Coaching for Production

Learn how to lead high-performing teams by coaching with clarity, confidence, and measurable results.

- Redefine your role as a performance coach
- Master the three-step one-on-one coaching process
- Reinforce wins and boost motivation consistently

Class Three: Planning for Success

Create an actionable business plan that guides production and keeps your team focused and accountable.

- Develop a strategic business plan that delivers results
- Guide Loan Officers to build focused production plans
- Apply four proven planning steps that drive action

Class Four: Retaining Your Sales Force

Build a culture of engagement and loyalty by leading with intention and driving team morale.

- Lead with principles that unify and empower
- Understand leadership styles that boost engagement
- Run energizing meetings that build lasting morale

WHAT PEOPLE ARE SAYING

"Our company is celebrating our very best month that we've ever had in our entire history, with 200 units for over \$40M. We could not have done it without XINNIX!"

– T. Bley

VP & Mortgage Production Manager

