

ELITE™

Empowering top producers to accelerate their success with the proven key strategies of high performers

What will you gain?

ELITE™ empowers top Top Producers to elevate their already outstanding results by learning to leverage success to acquire, convert, and retain clients and referral sources.

ELITE™ will increase Top Producers production by enabling them to:

- Refine their current tactics and consider new strategies for acquiring leads
- Gain an understanding of how to maximize lead conversions
- Apply best practices to improve retention
- Create a strategy to use success as a tool for business growth

What's included?

ELITE™ consists of four 90-minute Instructor-led webinars. This program is conducted every other week along with required assignments to increase a top Loan Officer's production. XINNIX Performance Specialists provide guidance on the implementation of new business practices throughout the program.

ELITE™ attendees receive over 20 valuable business tools including:

- Production Goals Worksheet
- Key Targets™ Worksheet
- Personal & Professional Profile Worksheets
- Personal Lead Conversion Analysis Worksheet
- Lost Documentation Source List
- Scripting for Testimonial and Referral Emails
- Sample Assistant Scripts
- LO/Processor Meeting Agenda
- "Who's Your Loan Officer?" Worksheet
- "Fields of Importance" Worksheet
- "Targeting the Workplace" Questionnaire

Intended Audience

- Top Producers looking to build an amazing team

How does it work?

- Four 90-minute webinars led by XINNIX Performance Specialists
- Bi-weekly assignments for accountability with XINNIX Instructor
- Detailed, comprehensive handouts for each informative session
- High-impact, effective business tools for immediate results
- Key, essential activities for steady business growth

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.



Program Agenda

This training enables top Loan Officers to discover how their already impressive success can lead them to even more production. Each session is packed with practical strategies and tactics to help top Loan Officers acquire, convert, and retain customers and referral partners.

Acquisition Strategy

- Know the 4 major strategies of a highly successful business
- Be able to identify and prioritize lead acquisition strategies
- Have a lead strategy process to refine success
- Gain a strategic plan to effectively grow business

Conversion Strategy

- Significantly elevate lead conversions by executing an optimal response strategy plan
- Maximize lead conversions with a proven process
- Convert leads to customers with strategic follow-up
- Increase business impact by delegating tasks efficiently

Retention Strategy

- Understand the value of a customer for a large increase in repeat business
- Be able to define a "perfect" application
- Master a powerful pipeline process
- Gain a post-closing strategy for repeat long-term business

Leverage Strategy

- Leverage current Key Targets™ for additional business
- Utilize every application and closing as an additional opportunity for more business
- Utilize your database more effectively
- Leverage an assistant to improve production and service

WHAT PEOPLE ARE SAYING

"As a top producer, I am always looking for ways to be better. This class is a no-brainer for anyone looking to do the same and reach the next level. Thank you XINNIX."

- L. Johnson

Mortgage Loan Originator

"Everything XINNIX provides is top-notch. I always walk away from training not only motivated and inspired, but most importantly, with tangible items to implement the proven practices and skills shared!"

- G. Collier

Mortgage Loan Originator

"Best training company I have ever been trained by in 26 years!"

- T. Tiederman

Sales Manager

Drive higher production, build lasting connections, and attract new leads effortlessly. Unlock your potential with ELITE!



ELITE™

The ELITE™ Training Program is built to help high achievers refine their tactics, implement proven strategies, and drive measurable business growth.

This is how top producers stay at the top.

Through four high-impact, ninety-minute webinars led by a XINNIX Instructor, ELITE™ delivers the tools and structure needed to elevate performance, backed by bi-weekly assignments to ensure accountability and implementation.

What will you gain?

ELITE™ empowers top Top Producers to elevate their already outstanding results by learning to leverage success to acquire, convert, and retain clients and referral sources

This program empowers Top Producers to:

- Refine their current approach and unlock new lead acquisition strategies
- Increase lead conversions with tactical improvements and proven processes
- Strengthen client retention by mastering post-close engagement
- Leverage their existing success to generate additional business

Program Structure

ELITE™ is delivered over four bi-weekly, Instructor-led sessions designed for immediate impact and real-world application. Each 90-minute webinar is supported by detailed handouts, strategic business tools, and structured assignments to keep top producers accountable and in motion.

Intended Audience

Top producers looking to build an amazing team

What's Included?

Over 20 business tools and templates, including:

- Four 90-minute webinars led by a XINNIX Instructor
- Bi-weekly assignments for accountability with XINNIX Instructor
- Detailed, comprehensive handouts for each informative session
- High-impact, effective business tools for immediate results
- Key, essential activities for steady business growth

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Program Agenda

Turn proven strategy into unstoppable momentum with a step-by-step roadmap for lead growth, client loyalty, and scalable success.

Acquisition Strategy

Expand your reach with refined strategies and a prioritized lead generation plan

- Master Four key strategies of successful producers
- Build and refine a personal lead acquisition process
- Implement a strategic plan for consistent business growth

Conversion Strategy

Convert more leads into clients using a powerful, structured follow-up process

- Execute a proven response strategy that boosts conversions
- Use delegation to increase conversion efficiency
- Build follow-up systems that convert consistently

Retention Strategy

Keep clients for life through intentional service and strategic touchpoints

- Create a flawless post-close experience
- Define and execute the perfect application process
- Apply a powerful pipeline system to drive repeat business

Leverage Strategy

Turn success into a growth engine using tools, systems, and support

- Leverage your Key Targets™ and database for new opportunities
- Use every transaction as a chance to earn new business
- Empower assistants to increase production and service

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