

LEAD CONVERSION

Precision, proven process, and relentless practice turn raw leads into locked-in deals. Two high-octane, on-demand sessions arm Loan Officers with the skills, tools, and confidence to convert faster, close more, and make every conversation count.

What will you gain?

- A repeatable lead-contact playbook that pulls prospects through the funnel with speed and ease
- Real-time rapport-building skills to uncover buying motives and emotional hot buttons
- Multi-angle closing techniques that feel natural, not pushy, and lift conversion and pull-through
- Clear, concise product presentations that turn “I’ll think about it” into “Let’s move forward”

What’s included?

- Two 60-minute, instructor-led webinars—stream anytime, anywhere
- Engagement handouts for note-taking and in-class application
- Post-class implementation guides that plug straight into your daily workflow
- Valuable business tools:
 - Lead-conversion analysis worksheet
 - Buying-signs guide
 - Conversion process map
 - Practice assignments
 - Additional ready-to-use resources that keep the momentum rolling

Intended Audience

- Retail Loan Officers
- Call Center Loan Officers

How does it work?

- Watch each session on demand
- Work the handouts as you go—no passive learning here
- Apply the post-class tools with live leads the very same day
- Track your lift in conversion and production. Repeat for every new lead



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

Class 1

Loan Officers will be empowered with strategies and techniques to build rapport with customers by discovering their motivation to buy and confidently handling objections.

During this power packed class, a Loan Officer will:

- Develop a process to overcome fears and speak confidently with clients
- Build strong rapport on every call
- Open calls smoothly and address common questions
- Identify client needs and emotional triggers for buying
- Use foreshadowing to reveal hidden objections
- Discover and handle clients' hidden objections effectively

Class 2

Loan Officers will learn how to identify buying signs and utilize various closing techniques to increase conversion rates.

Upon completion of this final class, a Loan Officer will:

- Recognize buying signs and close effectively
- Use active listening to understand customers
- Present transaction details in a positive light
- Leverage closing techniques in one call
- Use open-ended questions to build trust

WHAT PEOPLE ARE SAYING

"Smart, hardworking Loan Officers who are not getting the results they feel they should need to take this program. It will give you the structure and the plan you need to maximize your results."

- D. Henry
Regional Director

Maximize the value in every lead, with higher conversion rates and increased, measurable production. LEAD CONVERSION shows you how. Don't miss this opportunity for growth!