

RECRUITING WORKSHOP™

The aviation industry holds the highest standards for training, which is why we model our programs on the same principles of knowledge, skill, and discipline. The RECRUITING WORKSHOP™ empowers and equips managers with the confidence to actively recruit and hire quality Loan Officers throughout their career.

What will you gain?

Managers will gain practical strategies and techniques to win the recruiting battle. Period.

Managers will leave the workshop knowing how to:

- Execute a proven and powerful 5 Step Process for recruiting
- Implement key strategies that will shorten the recruiting cycle
- Effectively recruit weekly with a winning mindset

What's included?

During this powerful, interactive workshop, managers will:

- Gain creative ways to source new quality recruits
- Know how to profile potential recruits for company alignment
- Be empowered with proven and powerful scripts for gaining appointments
- Gain how to confidently and effectively present their company, themselves and their unique value proposition to recruits
- Be equipped with a proven and effective follow-up process to "WOW" recruits before, during, and after interviews

Intended Audience

- Sales Managers
- Branch Managers
- Producing Managers
- Corporate Recruiters

How does it work?

- Training is conducted in-person or virtually
- Actual execution of new recruiting practices during workshop, including making calls and setting appointments
- Skills practice to help gain the necessary experience with the interview process
- Valuable business tools to continuously drive recruiting efforts and adoption
- Managers obtain actual appointments with Recruits during the workshop



Program Agenda

Executing for Unlimited Growth

This unique, energizing training experience engages students with the use of competitive gamification, with in-class and real-world assignments to begin actively and immediately building a stronger sales force.

During this interactive workshop, a manager will:

Source

- Identify creative ways to source quality Loan Officers to build an ample and sustainable pipeline of recruits
- Build a Key Recruit™ list to effectively track all activity throughout the recruiting cycle
- Source quality recruits based on new techniques learned

Profile

- Determine the information needed to successfully profile recruits
- Create a process to profile Key Recruits™ both personally and professionally to ensure the Recruits' potential match
- Profile additional recruits and the initial recruits brought to the workshop before contacting them

Contact

- Participate in solidifying outreach strategies for gaining an initial appointment with key recruits
- Receive 3 proven scripts for the initial recruiting calls to maximize number of appointments.
- Connect with recruits using an accountability partner and an assessment process to demonstrate the power of the scripts

Meet

- Learn a strategic and proven four-step process for interviewing and "wowing" a Key Recruit™
- Achieve the highest closing ratio with recruits by preparing for in-person interviews with extensive skills practice.

Follow-up

- Clearly gain an understanding of how persistence is a key element in the recruiting cycle and the most overlooked part of the process
- Acquire over 50 methods to successfully follow-up and effectively close a recruit to be part of the team

The RECRUITING WORKSHOP provides managers with valuable business tools such as:

- Recruit Interview Guide
- Key Recruits Management Tool
- Personal Profile for Recruits
- Professional Profile for Recruits
- Key Recruiting Scripts
- Recruiting Presentation Template
- A Comprehensive Recruiting Workbook

Case Study

Challenge

A mortgage company came to XINNIX after facing challenges with consistently recruiting top-producing Loan Officers. Most of the managers were producing managers and were focused on day-to-day challenges – as a consequence; recruiting became less of a priority. Additionally, many of their managers lacked the training necessary to find quality recruits to strategically build a healthy talent pipeline.

XINNIX Solution

Company executives enrolled their managers in the RECRUITING WORKSHOP™, where they were provided with the guidance needed to successfully source, profile, contact, meet and follow-up with recruits.

Managers left the workshop with countless strategies, techniques, and tools to continue executing at all stages of the recruiting process.

Incredible Results*

In one day, the 28 managers in attendance generated the following results:

- 326 new recruits identified
- 137 new recruits contacted
- 47 conversations with recruits
- 31 appointments with recruits

Within 90 days after the workshop, 17 Loan Officers were hired, representing \$381,000,000 in production.

**Results are typical for the RECRUITING WORKSHOP.*

WHAT PEOPLE ARE SAYING

"IT WAS AWESOME! I never thought to obtain so much useful information pertaining to recruiting."

- S. Wagner

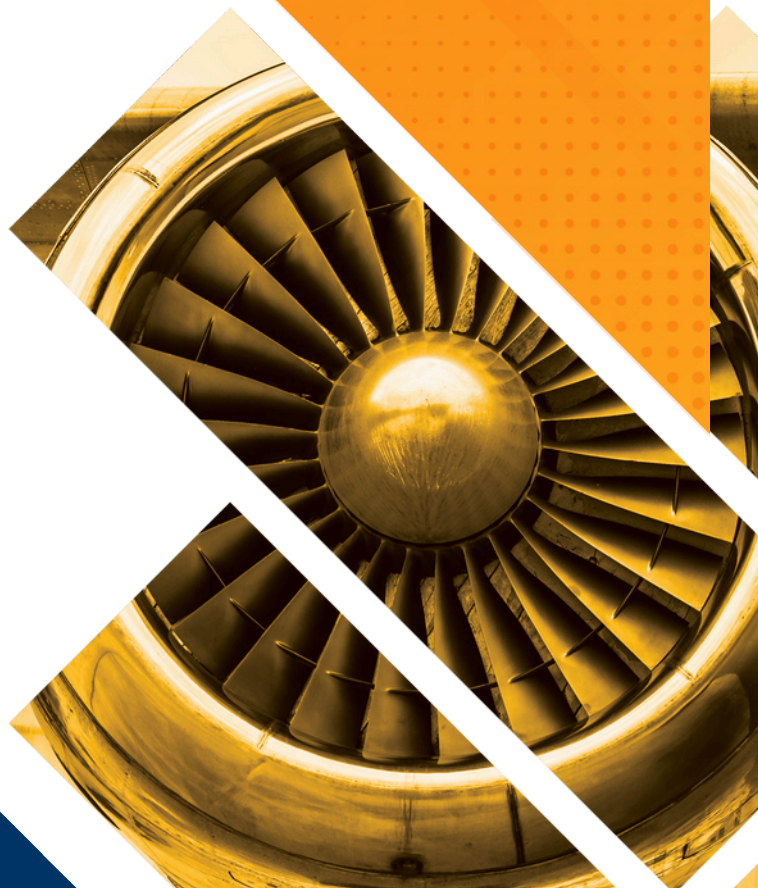
Mortgage Production Manager

"I can say with complete certainty, it was the single most powerful workshop/class I have taken and/or participated in, during my career as a mortgage professional."

- T. Samuels

Regional Sales Manager

One of the most powerful competitive advantages in the mortgage industry is only one phone call away.



The Learning Experience

The RECRUITING WORKSHOPTM is available in a variety of formats to meet the unique needs of any organization.

In-Person

Here's what you can expect:

- Pre-work requirements for managers
- Comprehensive resource materials to implement in class strategies
- An energetic and fun atmosphere that builds culture, drives manager relationships and elevates engagement
- Competitive exercises and assignments during the workshop
- Four weeks of post-class accountability to ensure execution and recruiting wins
- Private only available – date will be established based on company needs

Virtual

Here's what you can expect:

- Pre-work requirements for managers
- Comprehensive resource materials to implement in class strategies
- A fun, energizing, fast-paced learning experience that drives manager engagement
- Four weeks of post-class accountability to ensure success
- Check XINNIX calendar for upcoming dates – attendees are kept confidential
- Private options are available

Hybrid/Blended

Short on time but need this workshop?

XINNIX delivers! We customize our learning model to fit your manager meetings—same game-changing content, same unbeatable results.

**Visit XINNIX.com or
call 678-325-3500
to learn more.**