

## IGNITE™

A high intensity training program designed to create an explosive pipeline of business for experienced Loan Officers with incredible potential that seek consistent results.

### What will you gain?

The IGNITE™ program equips attendees with the tools to achieve their fullest potential with a proven formula for success through daily and weekly prospecting activities combined with critical accountability. This accountability to XINNIX Performance Specialists reinforces newly learned practices and turns these practices into habits that ensure success.

#### **The IGNITE™ program equips Loan Officers with the tools to experience a substantial increase in production through:**

- Establishing business goals and building a strategic plan to create a sustainable business model
- Strategic and effective marketing to attract potential clients and strengthen referral partnerships
- Mastering the creation and utilization of a database
- Creating prospecting habits that are both continuous and effective
- Effectively scheduling and leading impactful one-on-one meetings
- Accountability to XINNIX Performance Specialist

### What's included?

IGNITE™ is an 8-week training and accountability program. During the training portion of the program, there are four 90-minute and four 60-minute webinars, along with daily accountability to XINNIX Performance Specialists to ensure completion and comprehension of prospecting assignments and business-building activities. Each interactive webinar includes handouts that students follow and complete during the program, ensuring engagement, comprehension, and retention.

Students are required to submit all assignments to be reviewed by XINNIX Performance Specialists. Accountability for timely and correct completion of classwork ensures their commitment and ultimate success.

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**

- Loan Officers seeking an explosive pipeline of business

#### **How does it work?**

- 8-week training program with integrated accountability
- Includes four 90-minute and four 60-minute webinars
- Daily accountability to XINNIX Performance Specialists
- Handouts with each training class
- Impactful business tools
- Private classes available

#### **Available formats**

- Live webinar
- On-demand

#### **IGNITE™ includes post-class tools such as:**

- Launch plan sample and template
- Sales scripts
- Thank you note scripts
- Master database template
- Referral source interview questionnaire
- Referral source profile worksheets
- Call reluctance eBook
- PowerPoint template
- Closing scripts
- And more



## Program Agenda

**Pre-Class** IGNITE™ is launched with a series of kick-off meetings geared toward building excitement and preparing the participants and their managers for this intense training program.

- Managers will attend a 60-minute webinar where they will receive a Briefing Guide outlining their role in supporting their Loan Officer.
- All accepted students will join a 60-minute webinar as an introduction to the program. The students are required to sign a training commitment and complete all program pre-work.

### Weeks 1-4: Training and Daily Accountability

Students attend weekly 90-minute, instructor-led webinars where they learn the disciplines and best practices needed to create and leverage a consistent pipeline of new business. Students are introduced to the XINNIX 3-2-1 for Success™ process, which includes 3 daily prospecting activities, 2 weekly activities, and 1 monthly discipline designed to turn these best practices into lifetime habits. The XINNIX Performance Specialists will hold students accountable on a daily basis for accurately completing all assignments.

#### Class topics include:

- **Class 1** – Launching Your Business
- **Class 2** – Developing Referral Partners
- **Class 3** – Maximizing Networking Events
- **Class 4** – Overcoming Sales Call Reluctance

### Weeks 5-8: Reinforcement Training and Daily Accountability

During this 4-week period, students attend weekly 60-minute, instructor-led webinars where they learn reinforcement tactics to support consistent execution of best practices. Students will continue to be held accountable by XINNIX Performance Specialists for their completion of daily activities.

#### Class topics include:

- **Class 5** – Time Management
- **Class 6** – Overcoming Objections
- **Class 7** – Database Mining
- **Class 8** – Business Plan Review

## WHAT PEOPLE ARE SAYING

*"I enjoyed the instant success I had from implementing the IGNITE™ best practices."*

**– D. Goldberg**  
Loan Officer

*"I've been feeling that I have great potential that I have not been able to properly tap. I truly appreciate the effort XINNIX puts into this program."*

**– M. Erikson**  
Mortgage Loan Originator

*"I love the XINNIX IGNITE™ program! I have taken four applications today alone, this is awesome!"*

**– R. Brody**  
Loan Officer

*"Ron is now in the top 20 for the company and number two in his region. His success is a direct result of IGNITE™. He has doubled his close volume, and his pipeline continues to grow. Fantastic results!"*

**– J. Gaffney**  
Home Mortgage Consultant

*"I have taken a lot of classes, seminars, programs, and hired consultants to help me in every industry that I have been in. The XINNIX program has been the most thought out I've been through."*

**– K. Care**  
Mortgage Loan Originator

*"I am looking forward to having \$1-2+ million months consistently!"*

**– M. Erikson**  
Mortgage Loan Originator

Visit [XINNIX.com](http://XINNIX.com) or call 678-325-3500 to learn more and find valuable content, market updates, and key industry information to help you in your business.