

June 29, 2010

Re: Train the Trainer - Sales Management System
Loan Officer Marketing Plan

Dear:

Developing a training program is a long and difficult process. There is no single, right way. Sales/marketing training program development is complicated by the fact that there are myriad strategies that abound, and everyone should have their "own" way of selling.

Our program is designed to create a sales process which is independent of any methodology. We deploy this in 3 stages:

STAGE I - Marketing Program Instructional Workshops

The marketing program workshops are designed to provide loan officer specific instruction, and should include role play and the testimony of seasoned loan officers. The material generated from the workshop is used as the foundation for STAGE II.

- 1.) Understanding the needs of the Real Estate Professional
 - a. Why should you do business with me?
- 2.) Understanding Niche Marketing
 - a. What are my specialty programs?
- 3.) Understanding referral networking
 - a. Alternative sources of business and my referral network
- 4.) Prospecting and Prospect Management systems
 - a. Your first list
 - b. Eliminating and replacing prospects
- 5.) Assembling an Introductory Package
 - a. Why should you do business with me?
- 6.) Pipeline Management System
 - a. Superior service and increased call volume
- 7.) Message Delivery Methods and Time Management
 - a. Calling Systems – Three Learning Styles
 - b. Time Blocking for Loan Officers

STAGE II – Marketing Plan Preparation/Inventory - Review of Material and Implementation

With manager or trainer, loan officer prepares a complete business and marketing plan which includes

- 1.) Prospective Referral Source List - derive the number of loans per month needed in order to achieve personal income goals.
 - a. Establish number of real estate professional referral source prospects (generally 3 prospects for each established referral source - no more than 30)
 - b. Develop a list of alternative sources of business to include financial planners, investment advisors, insurance agents, CPA's, attorneys, as well as real estate related sources (home improvement, design, architects, property managers) and financial partners (non-mortgage banks, mortgage brokers). Generally, there should be about 20.
- 2.) Weekly Plan – allocate the loan officer's and program the schedule on a personal organizer such as Outlook, ACT! or PALM Desktop. Provide a printout of weekly schedule.
- 3.) Plot the Office Visit Plan – Plot out calling strategy on a map. Schedule whether visiting prospects can be reasonably achieved.
- 4.) Develop an Introductory Package – Assemble the package to be used on appointments with referral sources. The material developed in the workshops will be part of this and, among other things, will contain:
 - a. Value added services (Open House, Pre-Approval, FSBO, Homebuyer Seminar)
 - b. Specialty Niche – a focus on the product guideline/specialty (such as 2nd homes, 100% financing, condos, 203(k), rehab/construction, investment property, self-employed borrowers/no doc, 1st time homebuyers, relocation, immigrant/emerging markets, to name a few)
 - c. Referral Network
 - d. Biography
 - e. Introductory letter or Specific Mission Statement

STAGE III – Follow up and Implementation - Coaching

Manager/Coach assembles goals (business plan), prospect lists, maps, schedule, production reports, into a Sales Management Process binder. This documentation is updated through reviews.

Weekly

- Update Schedule/Calendar
- Prospect Lists
- Contact/Call Log

Monthly

- Production Report Review

Quarterly/Annually

- Adjust strategies at least quarterly

Summary

The materials provided in the Sales Management System include:

PowerPoint presentation and workshop materials

Texts – Developing a Loan Officer Marketing Plan

Tools – Sales Management System – Workbook for Loan Officers and Managers