

BUSINESS DEVELOPMENT WORKSHOP™

Enabling mortgage managers to guide their sales teams to incredible production through proven leadership strategies, valuable tools and business management practices



What will you gain?

In this interactive workshop, XINNIX Performance Specialists teach mortgage leaders practical strategies and techniques to help them develop and implement the key disciplines of growing their market share, coaching for production, planning for success and retaining their sales force. BUSINESS DEVELOPMENT WORKSHOP™ energizes managers to revolutionize the way they approach growing production.



What's included?

BUSINESS DEVELOPMENT WORKSHOP consists of four, 60-minute live, instructor-led webinars or one full day in-person workshop. This workshop is the catalyst you need to achieve higher production and motivate your team to thrive in a purchase-driven market. This program empowers managers with the skills and knowledge they need to strategically lead their teams toward serious production growth. Get ready for a unique, high-energy training experience that will enable you to measurably increase the performance of your loan officers.

Leaders enrolled in the program will learn refined strategies and tactics for:

- Growing market share
- Coaching for production
- Planning for success
- Retaining a sales force



Intended Audience

- Branch/Sales managers
- Producing branch managers
- Regional/Area managers
- Executives/National sales managers

How does it work?

- Four, 60-minute live instructor-led webinars or one full day in person workshop
- Over 20 valuable business tools to advance leadership skills
- Accountability to XINNIX Performance Specialists through weekly assignments



Course Agenda

Four 1-hour webinars or one full day in person workshop led by a XINNIX Performance Specialist. This highly interactive workshop equips managers to:

Class 1 - Growing Your Market Share:

Proven Strategies to Dominate Your Market

- Create a clearly defined vision for the branch that engages every team member with a purpose
- Leverage account assignment strategies that will lead to greater market share

Class 2 - Coaching For Production:

Elevating Your Team's Performance

- Understand the true definition of a coach as a sales manager
- Acknowledge loan officers' successes and strengths to retain them long term
- Confidently conduct focused one-on-ones with a proven 3-step process that will motivate team members for higher production

Class 3 - Planning For Success:

Your Roadmap for Predictable Growth

- Create and execute a Branch Business Plan to ensure focused performance and growth
- Know the critical components of a loan officer's business plan to effectively lead them
- Assist loan officers in creating production objectives with focus and clarity
- Implement four vital planning steps proven to immediately impact production

Class 4 - Retaining Your Sales Force:

Energizing and Engaging Your Team

- Establish clearly defined operating principles that will unify a team
- Leverage different leadership styles to better engage and motivate your loan officers
- Conduct engaging, informative and inspiring sales meetings for greater team morale



The BUSINESS DEVELOPMENT WORKSHOP includes post-class business tools such as:

- Branch Business Plan Template
- One on One Coaching Template
- Team Meeting Agenda
- Ride Along Worksheet

... and more



What people are saying

“Our company is celebrating our very best month that we’ve ever had in our entire history, with 200 units for over \$40M. We could not have done it without XINNIX and are very thankful for everything they’ve done for us.”

– T.Bley

Vice President and Mortgage
Production Manager

