



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 which ensure success.

The IGNITE program equips loan officers with the tools to experience a substantial increase in production through:

- Establishing business goals and build a strategic plan to create a sustainable business model
- Marketing strategically and effectively to potential clients and referral partners
- Mastering the creation and utilization of a database
- Creating prospecting habits that are both continuous and effective
- Successfully setting appointments and conducting 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, “live” 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 to timely and correct completion of class work ensures their commitment and ultimate success.

IGNITE students also receive over 25 post-class business tools at no additional cost. These tools will be used long after the class is completed.



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 “live” webinars
- Daily accountability to XINNIX Performance Specialists
- Handouts with each training class
- Impactful business tools
- Private classes available





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 e-Book
- PowerPoint template
- Closing scripts
- ... and many more

The IGNITE program not only has incredible training and accountability, it also includes an energizing process that drives a participant to want to excel.

Included are:

- Leaderboards
- Student of the Week
- Shared success stories
- Inspirational emails
- Recognition
- ... and many more



Program agenda

The IGNITE program has rigorous entrance requirements to ensure the Loan Officer is prepared to execute at the level expected and required. Prospective students complete a XINNIX Success Questionnaire and then upon approval, a Call Reluctance Evaluation within a designated timeframe is also required. XINNIX will determine if the Loan Officer is accepted into the program.

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 prework.

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. Additionally, the student's manager will have access to real-time reporting throughout the entire program.

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

IGNITE Rally

All students and managers attend a 60-minute, instructor-led webinar to wrap up the program. The webinar will celebrate students' successes, review overall class progress, reinforce best practices and discuss next steps for students and their managers.

"I Love the XINNIX Program! I have taken four applications today alone! This is awesome!"

–R. Brody
Loan Officer



What people are saying

"Actually turning database calls into deals."

– D. Chvojka
Loan Officer

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

–D. Goldberg
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 though. It has mortgage-specific principles and tools that help me build my business. It is a true blueprint to success in the mortgage industry. Especially with the environment changing in the lending industry!”

– K. Care
Mortgage Loan Originator

“I've been feeling that I have great potential that I have not been able to properly tap. I truly appreciate the effort you put into bringing us this program and I am looking forward to having 1-2+ million dollar months consistently!”

– M. Erikson
Mortgage Loan Originator

Learn more at www.XINNIX.com, where you will also find our extensive Resource Library with valuable content, market updates, and key industry information to help you in your business.



XINNIX
THE MORTGAGE ACADEMY

Having trained thousands of loan officers and leaders, XINNIX deploys a proven methodology that combines energy with excellence - transforming the organization and delivering real, measurable ROI.