

LINKEDIN FOR LOAN OFFICERS™

Empowering loan officers to develop a powerful social media presence that spurs immediate and long-term growth



What will you gain?

With over 450 million members, LinkedIn is one of the world's largest social networks and its strictly business focus makes it a goldmine for developing professional relationships and referrals. The LINKEDIN FOR LOAN OFFICERS™ class shows students how to build and enhance their LinkedIn profile, ensure optimum visibility with search engines, and attract customers through what some call "Facebook for business."

Loan officers will learn how to:

- Create a robust LinkedIn profile with specific experience and expertise to attract more customers
- Generate an unlimited number of leads
- Gain credibility by requesting and displaying "endorsements"
- Grow a network strategically by asking for "introductions"
- Leverage LinkedIn to build an online presence for a greater referral business



What's included?

LINKEDIN FOR LOAN OFFICERS is a 90-minute live, instructor-led webinar. This interactive session includes an expertly-designed handout that students follow and complete during the training – ensuring engagement, comprehension, and retention. The handout is also designed to function as a step-by-step reference guide after the class.

In addition to in-depth training, loan officers receive valuable post-class business tools at no additional cost including:

- "Thanks for Connecting" reply template
- "Ask for an Introduction to a Key Referral Source" template
- "Ask for Referrals from Current Applicants" template
- "Ask for Referrals from Past Clients" template
- "Ask for a Recommendation" template
- "Send a link of your Profile" letter
- "Share a Recommendation" script
- ... and more



Intended Audience

- Loan officers
- Loan officer assistants

How does it work?

- One, 90-minute live, instructor-led webinar including handout
- Extensive suite of post-class business tools

Learn how to harness the power of LinkedIn's 450+ million members to generate leads, referrals and customers. *Purchase LINKEDIN FOR LOAN OFFICERS™ today!*

