

RECRUITING WORKSHOP™

Empowering and equipping managers with the confidence to actively recruit throughout their career



What will you gain?

The RECRUITING WORKSHOP™ is designed to provide managers with practical strategies and techniques to win the battle to add top mortgage talent to their sales force.

Managers will leave the workshop knowing how to:

- Employ a wide range of innovative and proven techniques for sourcing highly productive loan officers
- Effectively present their Unique Value Proposition to prospects
- Utilize numerous tactics to “wow” a recruit before, during and after the interview



What's included?

During this powerful, interactive webinar, managers will:

- Identify over 50 ways to source new recruits to eliminate obstacles in the future
- Be guided through script creation for initial recruiting calls to increase their number of appointments
- Determine over 50 ways to successfully follow up with a recruit after an interview



Intended Audience

- Sales managers
- Branch managers

How does it work?

- One 4-hour interactive webinar led by a XINNIX Performance Specialist
- Two group reinforcement webinars within 90 days of the session
- Exercises to gain experience in the interview process
- In-class execution of recruiting practices, including making calls and setting appointments with students' new recruits
- Valuable business tools to continually improve recruiting efforts
- XINNIX Accountability to ensure use of best practices for effectively recruiting beyond the workshop





To help managers continually improve their recruiting efforts, workshop participants will walk away with valuable business tools such as:

- Recruit Interview Guide
- Key Recruits Management Tool
- Personal Profile for Recruits
- Professional Profile for Recruits
- Recruiting Cycle Scripts
- Manager Presentation Template

... and many more



Program agenda

Executing for Unlimited Growth

Leaders want to build their teams with talented, hardworking, innovative mortgage professionals. RECRUITING WORKSHOP empowers managers to win the battle to add incredible mortgage talent to their teams throughout their careers. This unique, energizing training experience engages students in competitive gamification and in-class, real-world assignments to begin actively and immediately building a stronger sales force. XINNIX Performance Specialists teach mortgage leaders proven strategies for profiling, sourcing, contracting, meeting and following-up with top mortgage talent

During this highly interactive and measureable workshop, a manager will:

Source

- Identify over 50 ways to source quality loan officers to build an ample pipeline of recruits
- Build a Key Recruit™ list to effectively track all activity throughout the recruiting cycle
- Source recruits based on new sourcing techniques learned

Profile

- Determine the information needed to successfully profile recruits
- Gain a process to profile Key Recruits™ personally and professionally
- Profile recruits brought to the workshop before contacting them

Contact

- Participate in solidifying the scripts for initial recruiting calls to maximize appointments
- Call recruits with an accountability partner and assessment process

Meet

- Receive a strategic and proven four step process in interviewing and “wowing” a Key Recruit™
- Prepare for the “in-person” interview process through extensive skills practice in order to gain the highest closing ratio with recruits

Follow-up

- Clearly gain an understanding of how persistence is key in the recruiting cycle
- Acquire over 50 methods to successfully follow-up and effectively close a recruit



Case Study

Challenge

A mortgage company came to XINNIX after facing challenges in consistently recruiting top-producing loan officers. Managers were focused on day-to-day management challenges – as a consequence, recruiting became less of a priority. Additionally, many of their managers lacked the training necessary to find quality recruits to strategically build a healthy talent pipeline.

XINNIX Solution

Company executives enrolled their managers in the RECRUITING WORKSHOP where they were provided with the guidance to successfully identify, profile, and call recruits during the event. Additionally, the managers left the workshop with countless strategies, techniques, and tools to continue executing at all stages of the recruiting process.

Incredible Results*

In one day, the 28 managers in attendance generated the following results:

- 326 new recruits identified
- 137 new recruits contacted
- 47 conversations with recruits
- 31 appointments with recruits

Within 90 days after the workshop, 17 loan officers were hired representing \$381,000,000 in production.

*Results are typical of most of our workshops. Call a XINNIX representative for more detailed information.

XINNIX delivers powerful and immediate returns – empowering companies with unlimited growth potential. One of the most powerful competitive advantages in the mortgage industry is one phone call away.



What people are saying

“IT WAS AWESOME! I never thought to obtain so much useful information pertaining to recruiting.”

*– D. Brockett
Mortgage Production Manager*

“I can say with complete certainty, it was the single most powerful workshop/class I have taken and/or participated in, during my career as a mortgage professional.”

*– C. Rodgers
Regional Sales Manager*



“With respect to any training initiative, I always ask myself, ‘Will we experience an incremental lift?’ Every time we’ve partnered with XINNIX, it’s been an incremental lift on steroids. The exceptional energy, content and passion for execution that the XINNIX team channels are second to none. Over 60 of our production managers have participated in the Recruiting Workshop and we’ve seen a significant lift. We’ve hired more loan officers in the last 3 months than we did in the prior nine months. I can’t thank you enough for the exceptional value you add to our team. You’re the best by any measure!”

- B. Cabrera
National Sales Manager

“I finished up an interview a little while ago and the handwritten thank you card is in the mail already. I used the ‘tell me a little about yourself?’, ‘what excites you about the industry?’ questions. And of course ‘if you could change 3 things at your current company to make you more successful what would they be?’ These and other questions provided in the recruiting training really drove the interview and I love the course it took. There is a high level of interest and he asked about next steps before I could. WOW!”

- M. Wolfe
Branch Sales Manager

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.