



EDGE™

What will you gain?

EDGE™ empowers experienced loan officers with the strategies, tools and motivation to experience immediate results – with a week-by-week improvement in prospecting and production. Each session is packed with proven strategies, helping loan officers grow their business. EDGE will empower loan officers to see a measurable increase in production through:

- Building a strategic business plan to generate sustainable business
- Increasing market share and loyalty among key referral sources
- Focusing on effective marketing and consistent prospecting activities
- Developing referral sources through a proven and methodical approach



What's included?

EDGE launches with a 60-minute Launch Party to get students in the right mindset to execute at a high level and set expectations for the program. The first EDGE class is a live 90-minute fully interactive webinar followed by the next 7 weeks with 60-minute live instructor-led webinars. The webinars focus on building the most critical loan officer skills: time management, business development and effective sales prospecting. The lessons are comprehensive and divided into manageable modules that allow loan officers to continue working in their business while learning how to grow their production. Each interactive session includes a workbook that students follow and complete during the training – ensuring engagement, comprehension, and retention.

EDGE also includes required weekly assignments that are reviewed by seasoned XINNIX Performance Specialists. This accountability guarantees loan officers stay on the path to growth, ensuring the new skills and disciplines will become second nature after the program is complete.

Program Agenda

Welcome to the EDGE! During the first half of the program, a loan officer will walk away with The Four Pillars of Success in sales. Each pillar is critical to the process of building a purchase business of key referral sources, aka Key Targets™. The second half will focus on building a powerful business plan, aka Navigation Plan™ to drive engagement and impact production long term.

During these eight power packed classes, a loan officer will:

Class 1 – Marketing Effectively

- Be evaluated against the six attributes of successful LOs to effectively prioritize opportunities to grow a pipeline
- Identify specific Key Targets™ to create a predictable referral source business
- Learn how to profile Key Targets™ and create marketing strategies that get their attention
- Know how to effectively obtain an appointment with a Key Target™ to increase production

Class 2 – Building Relationships

- Receive a proven process for conducting quality one-on-one appointments with Key Targets™
- Identify a unique selling proposition to increase referrals
- Receive a customizable one-on-one presentation to effectively showcase your value proposition
- Be equipped to overcome the most common Key Target™ objections with confidence

Class 3 – Following Through

- Receive important business disciplines for executing on daily priorities
- Learn a process to exceed commitments and build a respected reputation
- Obtain the various sources for creating value-added marketing pieces to maximize your name recognition
- Gain the insight and mindset of a fanatic in achieving excellence in your business

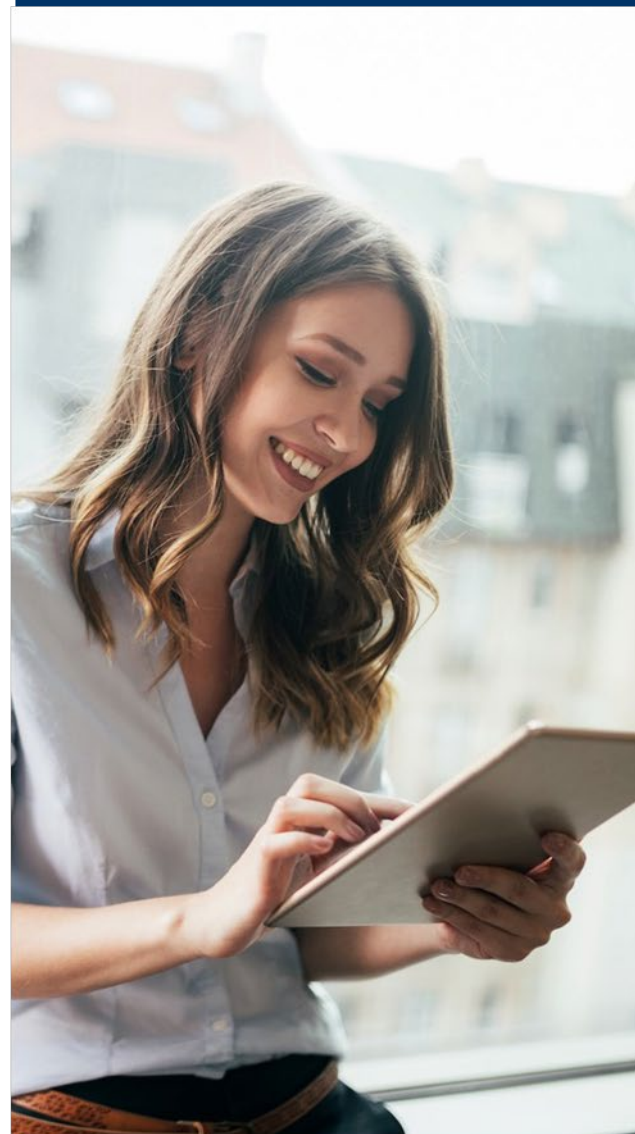
Class 4 – Delivering Value

- Build a team committed to great service to your Key Targets™
- Gain a proven process for productive processor meetings
- Be able to leverage every closing with highly effective marketing strategies for more business
- Learn a post-closing strategy that will effectively grow repeat business from customers and Key Targets™

EDGE includes business tools such as:

- Comprehensive Business Plan Sample and Template
- Key Target™ Profile Worksheets
- Unique Value Proposition Sample and Template
- One-on-One Presentation Script and Template
- Referral Request Script
- Database Call Sheet
- Weekly Flight Plan™ Sample and Template
- Call Reluctance Action Plan

... and many more



What are clients saying?

"If you are tired of watching your production fluctuate, XINNIX EDGE is for you."

—C. Hampton
Loan Officer

"The XINNIX philosophies and practices have become second nature to us."

—C. Edwards
Mortgage Loan Officer

"I have participated in many trainings over many years. I can honestly say XINNIX is the best and EDGE program rocks!"

—K. Richard
Mortgage Loan Consultant

"All of my loan officers are required to go through the EDGE. It allows me to lead with a proven strategy and makes it easier on me."

—D. Lee
Producing Manager

Class 5 – Efficiency in Time Management

- Create a blueprint for success through writing and implementing a Navigation Plan®
- Leverage an invaluable planning process that maximizes prospecting time every day
- Measure marketing activity with Key Targets® to ensure success in owning a marketplace

Class 6 – Overview of Call Reluctance

- Discover the number one secret to success in sales based on over 30 years of research
- Learn what sales call reluctance is and how much it costs a salesperson annually
- Understand the traits of natural self-promoters and the 3 techniques they employ to dominate their sphere

Class 7 – Overcoming Call Reluctance

- Be assessed for specific types of sales call reluctance and its financial impact on production
- Learn mortgage-specific strategies and prescriptions to address the 12 types of sales call reluctance
- Create a personal implementation plan to overcome sales call reluctance long term

Class 8 – Art of Implementation

- Evaluate prospecting activity to predict future production and continue the momentum
- Receive key formulas for implementation to achieve professional goals
- Determine the top 3 action items that will impact success
- Implement a daily morning and evening routine to save valuable time
- Establish a process for maintaining an impactful Navigation Plan®





Experiential Learning

Transforming mindset, skillset, and action set

EDGE™ equips salespeople with the knowledge, skills and disciplines that ensures success. Participants are challenged and inspired to execute through a highly engaged learning experience.

The XINNIX System™ of Training, Accountability and Coaching is unmatched and includes intense training, interactive exercises, required assignments and coaching reinforcements. The XINNIX System™ combined with our Experiential Learning Process is a unique, proven approach to sales training and professional development. Simply put – when your teams “lean in,” they learn.

With over 25 years in professional development, our cutting edge approach to sales training is unmatched in the industry. The EDGE™ blended learning program is flexible for in-person or remote workforces includes live instruction with individual accountability, real-time coaching and dynamic reinforcement tools. It's so much more than just an “online course,” group coaching call or motivational rally. It requires engagement.

The Performance Journey

A process for predictable success



THE XINNIX SYSTEM™

TRAINING • ACCOUNTABILITY • COACHING