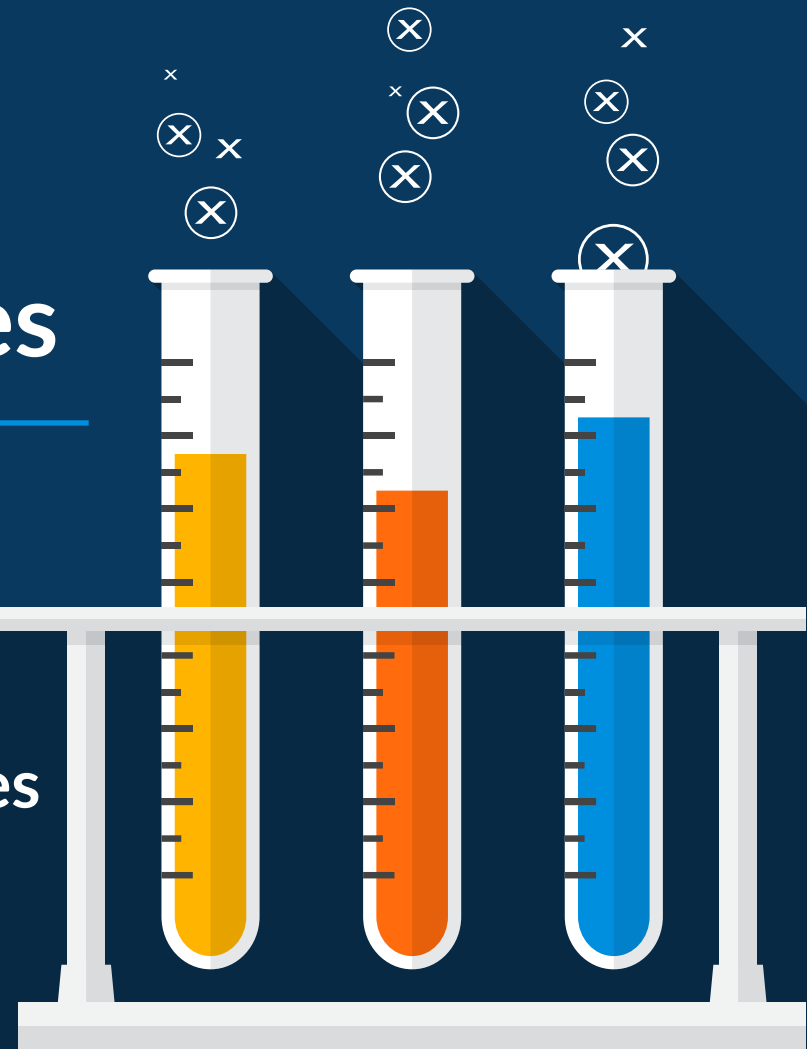


4 Key Factors for Sourcing New Rookies

Part 3: Assessing

The Mortgage Leader's
Formula for Success Series



*Energizing people.
Elevating results.*

XINNIX
THE MORTGAGE ACADEMY

Minimizing Recruiting Mistakes Begins with Sourcing Effectively

To gain a competitive advantage and grow your business quickly, the quality of your new Loan Officers is dependent on this very important step. There are four important factors when sourcing new talent:

In this ebook we are focusing on Key Factor #3 : ASSESSING



#1 Locating (and positioning)

This section aids your search for new talent by providing you with locations to consider, an example job description (to assist you in building your own) and tactics to locate and position yourself in front of talented sales professionals.

To reference Part 1

[CLICK HERE](#)



#2 Screening

This guide will assist you in sorting through resumes, offering proven traits of successful new Loan Officers to compare with your applicants and tips on how to conduct a "pre-interview" screening over the phone.

To reference Part 2

[CLICK HERE](#)



#3 Assessing

This guide walks you through two assessments designed specifically to uncover sales aptitude and further refine your search for new Loan Officers.



#4 Compensation

This section provides you with production expectations, a hypothetical compensation plan, general break-even scenarios and return on investment considerations.





ASSESSING

While interviews remain the key component in hiring, assessments assist you in comparing candidates against your “required” criteria and each other objectively, transparently and fairly. There are multiple assessments available in the market to assist you in the screening/hiring process. XINNIX has been using the following two assessments as they have been great tools in evaluating successful talent:

DriveTest

The DriveTest is an online assessment which helps determine whether candidates have the most critical personality trait for success in sales: Drive. Drive is the passion and determination top sales professionals possess which propels them in their quest for success. The DriveTest allows you to identify only high-potential candidates, dramatically increasing the quality of your sales team. The DriveTest pre-employment testing measures three elements, and combines them into a total Drive score:



Need for Achievement:

The intense desire to attain excellence and accomplish challenging goals



Competitiveness:

The unquenchable thirst to outperform one's peers and win the customer over to their point of view



Optimism:

The certainty and resiliency that will not be denied

If you're interested in purchasing this assessment click below:

[DRIVE TEST](#)



Sales Call Reluctance Assessment

Sales Call Reluctance is the fear of prospecting or the fear of self-promotion. There are 12 ways salespeople hesitate to prospect and self-promote. This assessment allows you to detect and measure a potential candidate's specific sales call reluctance. The assessment is not a personality test or a measure of someone's success. It is a powerful tool to assist you in identifying potential unproductive behaviors which may lead to setbacks in sales success. Most mortgage leaders would agree that their Loan Officers need to make more sales calls and for new Loan Officers, this is even more important because:



*80% of new salespeople leave sales within their first year due to an insufficient amount of prospecting activity.**

*Based on "The Psychology of Sales Call Reluctance" by George W. Dudley and Shannon L. Goodson

If you're interested in purchasing this assessment click below:

SALES CALL RELUCTANCE ASSESSMENT



After years of using these assessments, XINNIX has become extremely proficient in evaluating the critical attributes for a new Loan Officer to have long term success.

If you have any questions about the DriveTest or Sales Call Reluctance Assessment, please contact XINNIX at 678-325-3500 and ask for a Sales Executive.



Contact us today and learn how
XINNIX can transform your business.

Phone: (678) 325-3500

E-mail: info@XINNIX.com

