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**Loan Officer
Sales
Playbook**

Presented by:

Stephanie Budnik, AMP

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**“A goal without a plan
is just a wish.”**

– Antoine de Saint-Exupéry



- Prospecting**
- Building and working your database**
- Building solid referral partnerships**
- Building repeat customers**
- Goal setting**



Prospecting

- Develop your elevator pitch
- Prospect smart
- Overcome call reluctance

Develop your elevator pitch

**Establish
credibility**

**Show
authenticity**

**Create
curiosity**

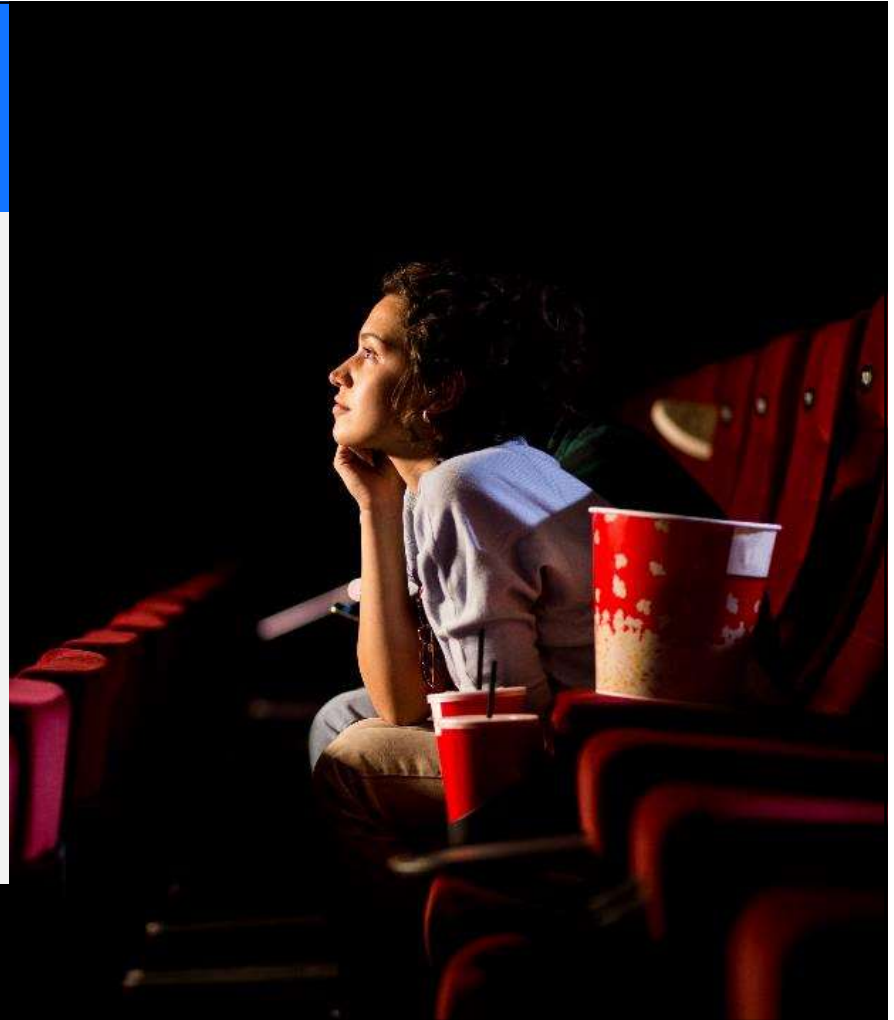
**Ensure
further
conversation**

Know your audience

Who is your listener?

- Borrower vs. referral partner
- Demographics
- Geographic location

What's the context of your conversation?



Overcome call reluctance



Practice scripts and dialogues



Become comfortable speaking to strangers



Learn how to handle objections



Prospect smart

High intent vs. low intent

- Status in homebuying process

Lead characteristics

- Referral source
- Common pipeline similarities

Lead nurturing

Know your numbers to fill your pipeline

Handling objections

Acknowledge

- Validate what your customer says to create rapport

Clarify

- Dig deeper to better understand their true objection
- Restate their concerns to ensure you understand and to show you're listening

Take action

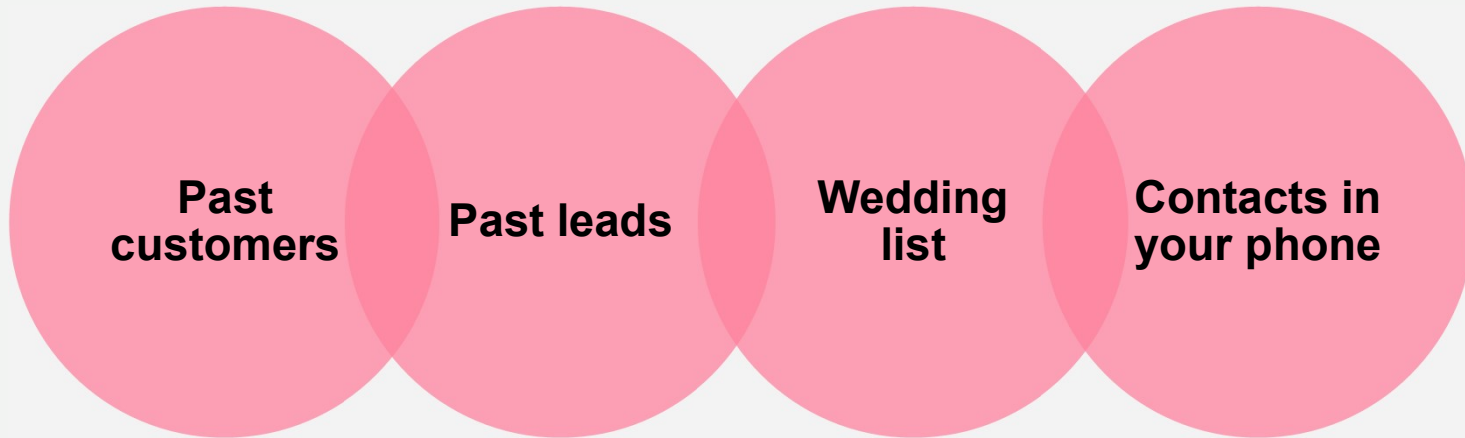
- Convert the objection into a reason to choose you
- Ask for what is needed to move forward
- Provide a solution



Building and working your database

- What is your database?
- Working your database
- Set targets and track progress

What is your database?



Building your database on social media

- Bio reflecting your experience
- Employer guidelines
- Regulations
 - FFIEC
 - RESPA
- No blurry photos – use a professional headshot



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Social media time commitment

Marketing yourself on social media does not have to take up all your time!

The 10-10-10 social media activity rule

10 minutes in the morning posting or scheduling posts for later in the day

10 minutes in the middle of the day responding to other posts

10 minutes at the end of the day connecting on social media with those you met throughout the day

Set targets and track progress



10 touchpoints per day



1 touchpoint per month per contact



200-400 individuals consistently throughout the year



Building solid referral partnerships

- Apply partnership standards
- Diversify partnerships

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Partnership standards

Position

- Position yourself as a resource, not just a lender

Engage

- Engage consistently beyond immediate needs

Educate

- Educate to empower

Host

- Host seminars and workshops

Partnership standards

Set expectations

- Service-level agreement (SLA)

Communication is key

- Preferred style
- Consistency
 - Early
 - Ongoing
- Response time
- Feedback

Find commonalities

Diversify referral relationships

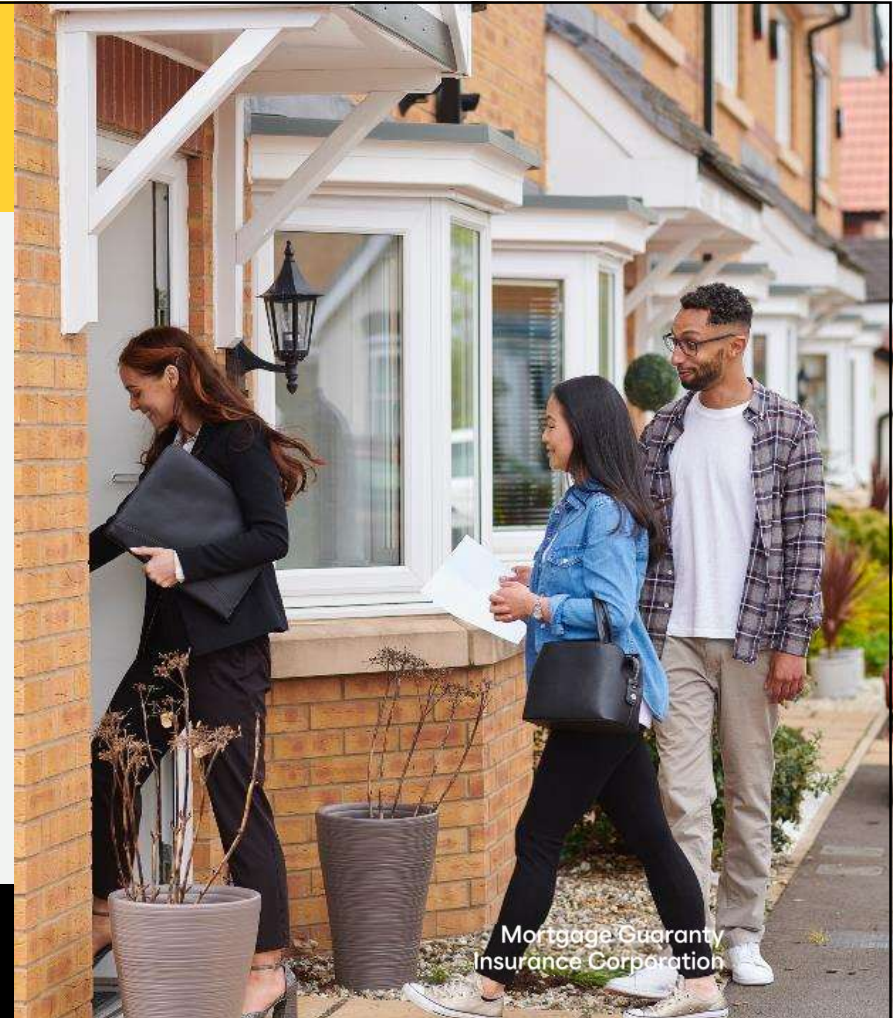
- Real estate agents
- Builders
- Financial advisors
- HR professionals
- CPAs
- Lawyers
- Community organizations
- Title companies



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Real estate agents

- Host joint events to reach buyers
- Position yourself as an expert
- Provide educational tools and resources
- Attend open houses to reach listing agents
- Offer unique value propositions



Financial advisors

- Be their mortgage expert
- Share how mortgage loan options can be part of a financial strategy
- Attend industry events like FPA or NAPFA



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HR departments

- Partner with human resources departments to offer financial wellness programming for employees
- Host a homebuyer seminar or other topics, depending on your offerings
- Research large employers in your area





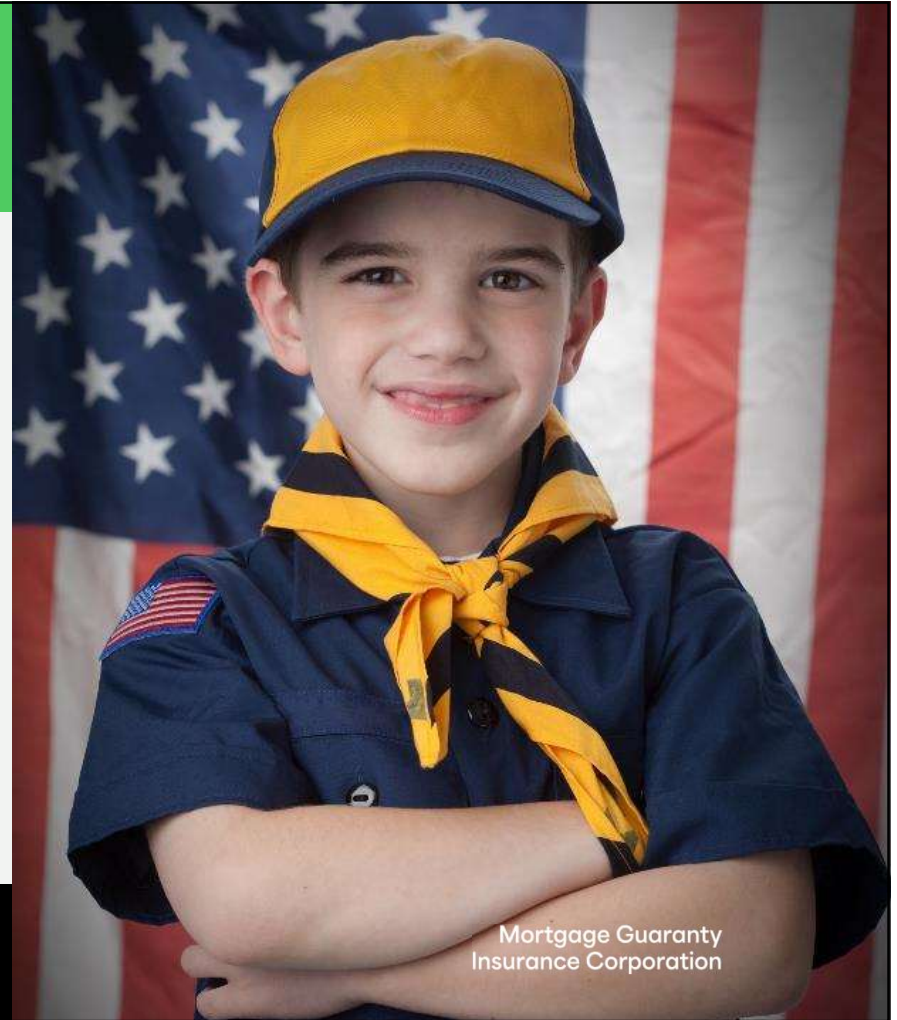
Building repeat customers

- Strengthen client relationships
- Go the extra mile

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Borrower expectations

- Credible
- Trustworthy
- Present online
- Knowledgeable, will elaborate on details
- Available
- Responsive



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Stay top of mind

30-day post-close

- Ask how they're settling in

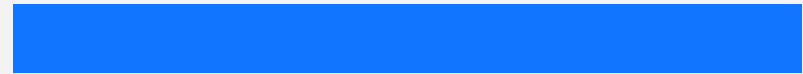
3-month post-close

- Offer helpful community resources

Annual life events

- Closing anniversary
- Birthday





Goal setting

- Set goals
- Track effectiveness
- Adapt your plan

Why it's important

- More accountability
- Back into requirements to attain your goals
- Track progress
- Understand what's working and what's not



Goal setting

- SMART goals
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time-bound
- Diverse goals
- Short-term/long-term
 - Quarterly/Weekly
 - Annually
- Strategic referral partners
- Production

**Reaching
success**

=

**Effective
strategy**

+

**Consistent
action**

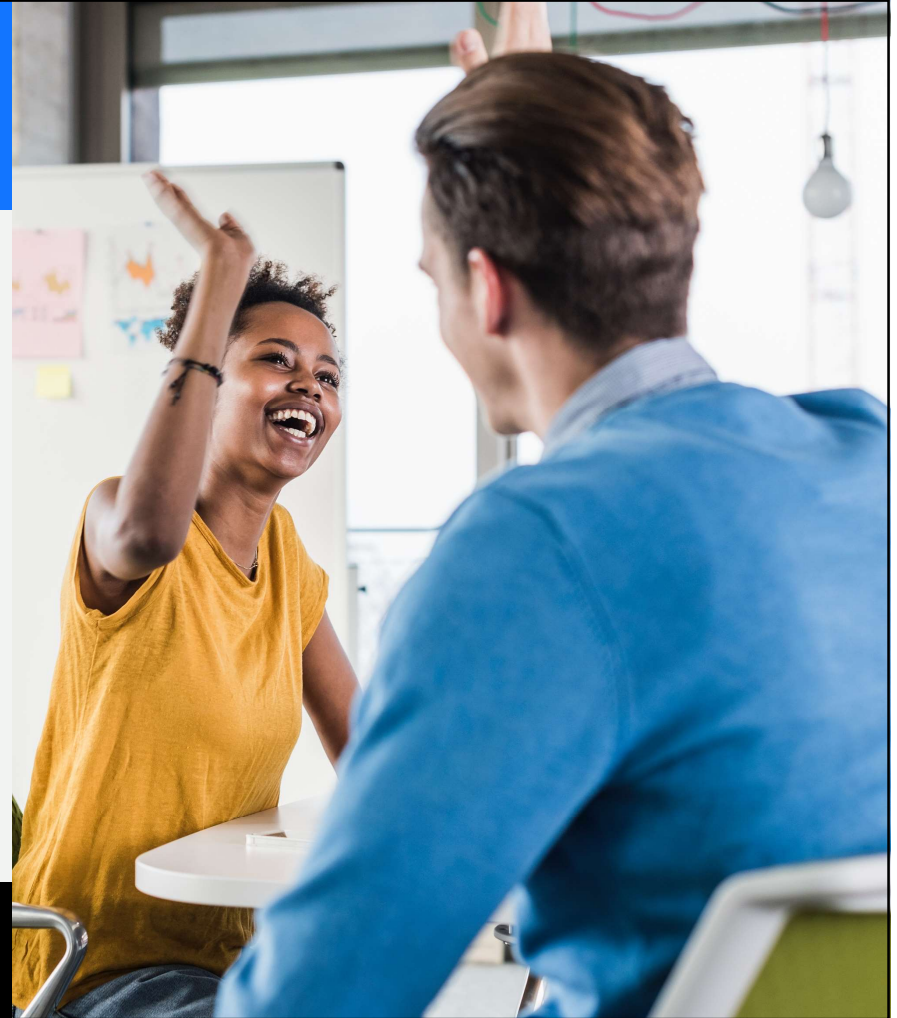
**Obstacles
overcame**

Source: Dustin Owen

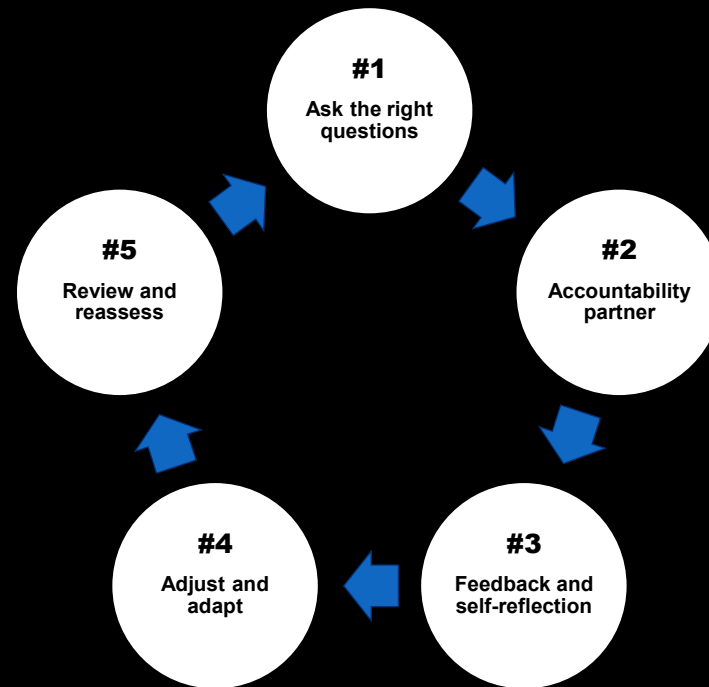
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Accountability

- Accountability partner
- Key dates
 - Monthly check-in
 - Annual review



Adapting your plan



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**“When it is obvious that
the goals cannot be reached,
don't adjust the goals,
adjust the action steps.”**

– Confucius

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