

## **Presentation Scripts For Success**

### **Presentation Scripts - Experience**

#### **Script #1: Experience:**

"One of your needs in a loan originator is experience. I have been in the mortgage banking business for XX years. During that time I have successfully closed X# of loans totaling more than X\$ million/billion dollars. Additionally, I have been trained in all areas of the processing, underwriting, approving and closing of the loan."

"This comprehensive experience has allowed me to have an approval/closing rate of X% and a customer service rating of X%. This level of experience means only one thing to you - more income and more satisfied customers. How does that sound?"

#### **Script #2: Experience: For newer loan originators**

"One of your needs in a loan officer is experience. While I might be relatively new to the mortgage business, I'm not new to our mutual goal - creating satisfied customers. One of the reasons I chose ABC Mortgage Company is because of their success in the home loan business. We have been in business for X years. During that time we have successfully closed X# of loans totaling more than X\$ million/billion dollars. My commitment to creating satisfied customers, combined with their experience, will give you what you want - satisfied customers."

### **Presentation Scripts - Knowledge**

#### **Script #1: Knowledge:**

"One of your needs in a loan officer is knowledge. I believe that knowledge is power. What makes the difference as to whether or not a loan officer successfully closes a transaction is found in their ability to properly structure that transaction. To insure that I am able to do that, I spend the first Friday of every month studying all of our products, guidelines, and lending criteria. Additionally, I spend X# hours and X#\$ per year attending seminars and conferences so I can maintain this position. Because of this commitment, I have a % approval rate on all loans submitted to underwriting. With that in mind, are you comfortable moving forward?"

#### **Script #2: Knowledge: For newer loan originators**

"One of the reasons I chose ABC Mortgage Company is because of the strength of my support team. I have spent over X# of hours learning this business and been trained in all aspects of the front end of the origination business. If you ever have any questions that I cannot answer, I'm confident that my knowledgeable and experienced Manager can answer your questions. In that case, I will contact him/her immediately, get you the right answer, and allow you to proceed with confidence in serving your client. With that in mind, are you comfortable moving forward?"

### **Presentation Scripts - Integrity**

#### **Script #1: Integrity:**

"I believe that our reputations are the single most important asset we have. We work hard to get them, and we have to work harder to keep them. Because of that commitment, I will be truthful with you on every transaction; I will do what I said I would do in the time frame and in the way I

said I would do it. My integrity and associated performance has allowed me to build a business that is largely referral based. The one thing my borrowers say about me to their Realtor is that I was bankable - everything I said would happen, happened. With that in mind, are you comfortable moving forward?"

**Script #2: Integrity:**

"One of the things I learned early in this business is that integrity separates the professionals from the rest. Integrity is a performance issue and in that regard, I'd rather tell you "no" and be right than "yes" and be wrong. I take a conservative approach in my dialogues with our customers. If they can qualify, I structure the right loan for them. If they can't, I help them for as long as it takes to get qualified. My "Customer for Life" mentality demonstrates my integrity and increases our customer satisfaction. With that in mind, are you comfortable moving forward?"

**Presentation Scripts - Communication**

**Script #1: Communication:**

"I believe communication is the lubrication of a well-run relationship. To insure that you have the most time to do what you do best, I have installed the following communication standards. (Customize with your response times, updates, needs lists, etc.) With these systems in place, you never have to wonder what is happening with your client's financing. And, in most cases, we work so quickly that our first call to you is likely to be with an approval. With that in mind, are you comfortable moving forward?"

**Script #2: Communication:**

"My number one goal in working with you is to have you look like a hero for having referred your clients to me. To make that happen, each client with whom my team and I work is given a loan flow diagram that fully instructs them what will be happening on the loan from the moment we complete the initial paperwork. Additionally, they receive the direct phone numbers of the people on my team showing their area of responsibility so that the client knows where to direct their questions. Finally, my Transaction Coordinator and I review every file, every day and make a practice of updating the client as necessary. Using this system, we have achieved a X% satisfied customer rating. With that in mind, are you comfortable moving forward?"

**Presentation Scripts - Accessibility**

**Script #1: Accessibility:**

"In the fast paced world of real estate, time is money. I recognize that and have created a system that allows you to receive a return phone call within X minutes of paging me. That return call is designed to assess your needs and provide you with the right answer as quickly as possible. If I am not available, someone from my team will call you and then page me. Working together in this fashion allows you to have the accessibility you need in working with your customers. With that in mind, are you comfortable moving forward?"

**Script #2: Accessibility:**

"If you become a member of my Preferred Client team, you will have private and direct access to me or my assistant via our dedicated pager. This special number is given only to our best clients

with each one receiving a caller I.D. Simply enter that number and this system notifies us, and either I or someone from my team will call you back within 5 minutes of your paging us. With that in mind, are you comfortable moving forward?"

### **Presentation Scripts - Flexibility**

#### **Script #1: Flexibility:**

"It is common for our clients to place value on the flexibility of a Lender. One of the reasons that I joined ABC Mortgage Company is their value of flexibility. Our team of fully trained mortgage specialists has the attitude of "how can we make this loan work" rather than just assuming it won't. Because our entire organization believes in the "Customer for Life" concept, it is always in our best interest to make a loan. If we can't, then rather than denying the loan, we provide them with alternative financing options or put them on our Home Loan Action Track. Generally, within 30-90 days, we can get them approved. With that in mind, are you comfortable moving forward?"

#### **Script #2: Flexibility:**

"Flexibility is important to all of my clients. That is why I'm proud to work for ABC Mortgage Company. Part of our commitment to taking care of you is that we have actually reversed the approval process. We pre-underwrite every file utilizing all of the customer's documentation presented to us at the application combined with our Automated Underwriting System. At that time, we note where, if applicable, there might be a problem. My team then constructs an immediate game plan based on their desire to issue a firm approval of the file. This approach has created the highest approval percentages in the history of the company. With that in mind, are you comfortable moving forward?"

### **Presentation Scripts - Responsiveness**

#### **Script #1: Responsiveness:**

"One of the biggest complaints that realtors have in working with loan officers is they are not responsive. In your line of work, you generally have a client with you when you need questions answered. Often, the speed with which the loan officer responds determines how professional you look to your prospect. I have a non-published cellular phone number that I provide to my Key Clients. This phone is turned on from 8:00 am to 8:00 pm every day. If I'm meeting with another client, it is forwarded to my assistant. Either way, one of us will get back to you within 5 minutes. Outside of those hours, you may reach me on my Preferred Client pager with your own caller I.D. number. That way I know who's calling and can respond immediately. With that in mind, are you comfortable moving forward?"

#### **Script #2: Responsiveness:**

"My number one job as your lending partner is to help you do more business. That requires me to be responsive to your needs. In our business, speed often determines customer satisfaction. My team and I pride ourselves on returning every call within 5 minutes of receiving it. If I can't, someone from my team will, and consulting with me, will respond to your needs. This is one of our commitments to our best clients. With that in mind, are you comfortable moving forward?"

### **Presentation Scripts - Freedom**

#### **Script #1: Freedom:**

"As a business professional, one of your greatest frustrations is doing what you feel others should

be doing. I feel very strongly that you are the expert in what you do, and I am the expert in what I do. My goal is to do what I do so well that you won't have to worry. You will have more time to do what you do so well. I use several strategies to help you achieve this freedom. One strategy is my Automated Loan Information System. During the processing of the loan file, our system automatically faxes to you every other day a complete update on your files. You will generally receive 2-3 of these with the last one informing you of loan approval. This freedom will allow you more time to do what you do well, (state their business i.e.: "sell more real estate", etc.). With that in mind, are you comfortable moving forward?"

## **Asking For the Business**

If you have followed Sale Mastery, you used a Unique Selling Proposition to get the Prospect to meet with you. At this point of the presentation, you should fully explain to the Prospect what that system is and how it operates. Here's how the transition would sound:

### **Script #1:**

"Now that I have shown you some of the things we can do for you, I'd like to move to talking about (state USP)."

After you have explained how the Unique Selling Proposition works, you simply go to the next step, Asking for the Business, which is fully explained below:

*The 20 Questions You Need to Ask to Go Deep*, explained a dialogue that is designed to give you some of the core values a client wishes to experience as a result of being successful. During the presentation, it is critical to be aware of these so you can refer to them often. This is how you can get the customer "emotionally hooked" into doing business with you. When they associate doing business with you with getting more of what they want, the sale is relatively easy.

## **Ask for the Business at the Appointment**

*"Loan officers who don't engage the business relationship by suggesting an immediate course of action will invariably go broke!"*

Todd Duncan

Sales Mastery implies that there is a course of action you should follow that has some predictability in generating results. Up to this point, the process has been:

1. Target And Approach
2. Set An Appointment
3. Conduct A Client Interview
4. Present Your Solutions
5. Ask For The Business

The fifth and last part of this "Sales Protocol" is "Ask For The Business". The number one reason you will hear the word "NO" when you ask for business, is that you have left out one of the first

four steps. If you do the first four steps RIGHT, people will more easily agree to move forward.

### **Asking for the Business Scripts and Engaging the Relationship**

DO NOT LEAVE THE APPOINTMENT WITHOUT AN AGREED UPON COURSE OF ACTION!

Script Dialogue:

"Based on what we've discussed today, do you feel we have a basis for doing business together?"

If they say "yes", say:

"Great, how would you suggest we get started?" or "Great, let me suggest we begin our relationship by implementing the Unique Selling Proposition."

If they say "no", say:

"I'm sorry to hear that. I have obviously not created enough value for you to consider using me as your loan officer. Could you tell me what your concerns are about moving forward?"

This gets the specific objection out for discussion. Identify what's missing, present the solution, and then go back to the top of this script.

### **Partnership Planning For Success**

The single biggest mistake loan originators make in the establishment of a new relationship is they fail to pour their heart and soul into making sure it succeeds in a big way. The most effective originators master the art of planning the partnership for success early on by following this protocol:

The Process:

| <b>If the relationship is in the:</b> | <b>Frequency of Meeting</b>     |
|---------------------------------------|---------------------------------|
| first three months                    | weekly, phone, 15 min           |
| 4th to 6th month                      | bi-weekly, Face to Face, 30 min |
| 7th month plus                        | monthly, Face to Face, 60 min   |

### **The Questions:**

What can we do to increase our efficiency?

What can we do to generate more business together?

What needs do you have that I need to meet or meet better?

Knowing the answers to these questions totally equips you to serve the client in a more valuable way and continues to separate you from the competition.

## **How To Get Referrals At the Presentation**

It is important when you finish a business development appointment that you begin to get referrals as soon as possible. You can more effectively engage the relationship by using some of the following questions:

### **Question #1: Realtors**

Who have you met in the last 30 days with whom you would like to do business but you are not sure they are going to use you?

### **Question #2: Builders**

To whom have you shown your models over the last 30 days with whom you have not been successful following up to this point?

### **Question #3: Affinity Partners**

Who, in your database of clients, has not had a mortgage review done in the last 1-3 years?

### **Question #4: Borrowers**

Who do you know who in the next 6-9 months will be buying, selling, investing in or refinancing real estate that I could contact using your name?