

Sales Coaching

OVERVIEW

While sales coaching often focuses on immediate sales effectiveness, it's important to remember that change does not happen overnight.

You need us if:

- You want dedicated, hands-on sales coaching
- You would like 24/7/365 sales coaching demands
- You need access to the tools and resources that can help loan officers get the most out of sales coaching
- You want to establish a consistent rhythm of coaching conversations
- You would like consistently inspiring sales coach mentoring
- You want to combine great sales with strong compliance

LENDERS COMPLIANCE GROUP IS the first and only full-service mortgage risk management firm in the country.



Lenders Compliance Group

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SALES COACHING MORTGAGE BANKING

Combine Sales Coaching with Compliance

More than ever, sales teams are struggling with unqualified leads, missed sales goals, and lost opportunities. Increasingly, company and sales leaders are turning to coaching as a solution.

Sales coaching is not sales training!

Our sales coaching works in one-on-one or in small groups, with firms and individuals, in a highly focused manner to help them increase effectiveness, revenues, and sales. Day to day, 24/7!

Sales coaching is one of the most powerful, impactful ways to increase revenue and boost individual or group performance.

What We Do

- We work with loan officers to define goals and strategies that tap into their purpose and lead to maximized sales energy, focus, and engagement.
 - Defining the right goals and strategies is crucial for success. If loan officers feel a strong enough desire to accomplish their goals, purpose will drive them forward to reach their full potential.
- We help loan officers to develop habits that will allow them to reach their goals, get the most from their time, and encourage them to maintain current, written, and performance-based action plans.
 - Developing and changing habits sometimes feels like it requires superhuman effort. Yet, this is one reason we meet frequently and regularly with loan officers. The more loan officers know their behavior is being observed, the more likely they will be to stay on task.
- We provide guidance by asking loan officers exploratory questions and allowing them to find their own answers, but also offering our sales knowledge and experience to ensure success!
 - Sales coaching is nothing like sales training, because we offer direct, immediate, timely support that is acceptable and, in some situations, definitely necessary.
- We assess loan officers' needs for skill, knowledge, and even attribute development, thereby encouraging "ownership" of their own potential.
 - When loan officers understand their capabilities and potential, developmental gaps often become obvious. Importantly, we recommend sales development plans.
- We motivate loan officers by genuinely understanding the underlying motivators, ensuring that action is taken to optimize their expectations.
 - Some sales coaches insist that a quota and compensation plan are enough to motivate loan officers, but that is not our philosophy. We have proven that people are motivated by many factors - and not always money! Our skill is knowing how to blend those factors into career-building success.
- We don't cut corners when it comes to compliance, because we have found that the most effective way to develop a loan officer's sales is to ensure that compliance is central to career development!
 - Our sales coaching is backed by the leading mortgage risk management firm in the United States, devoted to offering a full suite of services in residential mortgage banking to banks and nonbanks, independent mortgage professionals, and mortgage servicers.