

Selling a way of life

Chapter 1 Selling is a prerequisite for life.

- The action of persuading or influencing another to a course of action or to the acceptance of something is the definition of _____ selling
- True or False: Selling impacts every person on this planet. True
- It is said that businesses fail because they are undercapitalized, but the truth is it's because _____. Their ideas weren't sold quickly enough, and the company ran out of money.
- Selling is required regardless of what position you have with the company! The more effective you're at sales the increases your ability to be good at every position. This is true at every level IE processing, production management, loan officer, VP level.
- Loan officers must sell the agent on liking them and wanting to help them by sending deals!
- The only reason you will fail is if you run out of money. The only reason you would run out of money is you didn't sell enough agents to do business with you. end of story.

Chapter 2 the commission

- True or False: Learn to sell and you will get commissions greater than money – your commissions are NOT limited. true
- Not all payments in life are monetary. Which is an example of a non-monetary payment in life? promo on recogni on for job well done gaining new friends getting votes for a job you're pushing for hearing someone say yes after they've said no fifty mes. All the above!
- True or False: All the benefits of a rela onship are commissions. True
- You need to understand that the job security you're looking for is right in front of you with a commission job. The first people to get fired when a recession comes is salary posi ons. You control your performance with a commission job.
- There is no guarantee your salary will be there forever. Again, get comfortable with a commission job, and you will never get fired.
- You need to find out what the agent wants and needs THEN solve that problem. This will exceed their expecta ons and get them to do business with you.
- Never forget that commissions are rewards in life.

Chapter 3 volume and profit part one

- If you are paid for your production in numbers, percentage of gross profit, or a combination of each, it's called a _____ commission
- More important than the money is the _____ that comes from producing. Confidence
- True or False: You must be able to perform differently than most of the people you may compare yourself to so you will get paid every time you sell something and hit higher volumes. This is where the money is. Strive and plan for it! True
- You need to generate a plan and execute. You need to be able to know your numbers. I need to talk to X number of agents to get X number of deals to get X amount of volume. This is a numbers game not a knowledge game.
- You get paid off volume and profitability of the company. This is directly related to your production.

Chapter 4 volume and profit part two

- True or False: Control both volume and gross profit, and you will control your income. True
- True or False: If you want security and a guarantee, you need to put all your trust in your abilities and be willing to do anything to produce. True
- True or False: The only reason an individual or company fails is the inability to sell products in quantities great enough at prices high enough. True
- You need to treat this position as your business. You can control the profitability of each loan in your pipeline. The only reason you're worried about taking a hit on one loan to get the deal is because you don't have 5-10 in underwriting. You need to have 5-30 loans in the pipeline each month. This way when some fund you have more in the bank.

Chapter 5 salespeople drive entire economy

- True or False: Career salespeople are not that vital to the dynamics of the economy. Even without them, every industry on the planet would still survive. False
- True or False: Learn the great art of selling and you will never be without work. True
- You need to be accountable and committed to yourself to become a sales professional.
- You need to understand the sales department runs the company. We need the best sales pros out there, not just great operational people. I can find more operational people, its way harder to find a sales pro to perform at a high volume. That is the job security you're looking for!