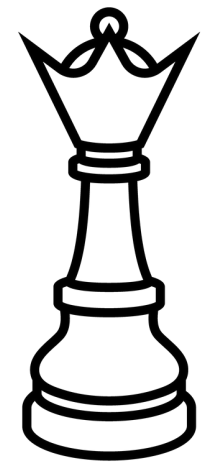


# *The Academy*

Lesson 6.5

How to learn from your misses



THE ACADEMY

# *WINS–We are on Fire!*

- **Christopher Murray** hit a PRMG record and closed over \$24.8 million last month! Amazing!
- **Rocky May** who was unemployed and unsure about staying in the mortgage industry just 1 year ago, just closed \$19 million and got approval to become his own bank! Congrats Rocky!
- **Alicia Zhao** biggest month of her career at \$14,799,000! Go Alicia
- Voicemail campaigns have been a huge success for Nick Nicholas, Marcia Frater, and Jeff Haroldsen. They all received loans in their pipeline from it!
- Lots of exciting things happening with all our Academy Members!



# *Housekeeping*

- HONOR MONTHLY WINNERS
- Success Kits
- SWAG
- Tracking your #s
- Facebook
- BA365 Community Text App



# *Text Access*



## TEXT ACCESS TO BEN

To have text access to Ben you must join the BA365 Community app.

In order to be part of this BA365 Academy Community you must:

**Text HELLO! to 805-856-6754**

Click on the link that will pop up in the text

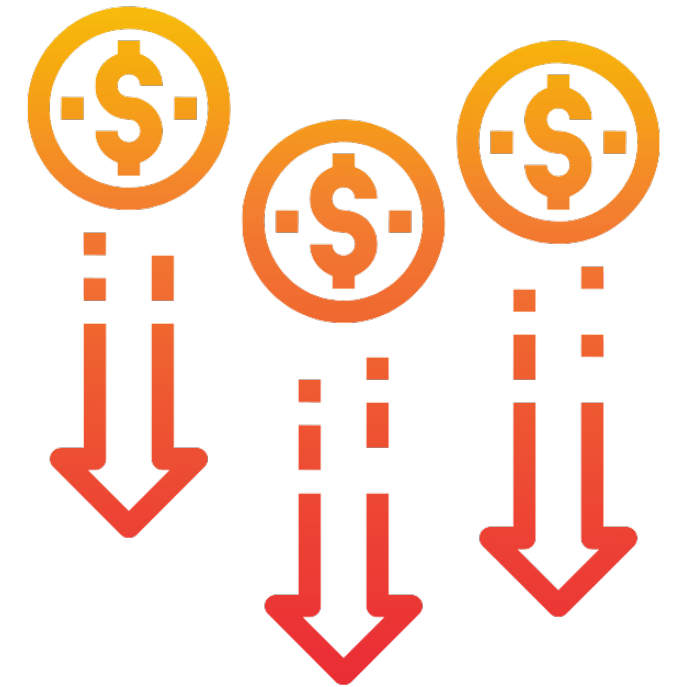
Fill out your name, phone # and info that it asks you

Once complete you will be part of the BA365 Academy Community and can text anytime!

**Please text 805-856-6754 ASAP to start receiving texts/videos from Ben.**

# *#1 Failure of a salesperson is the failure to follow up, but why?*

1. We assume the consumer went somewhere else
2. We don't know how to start the conversation
3. We lack the confidence in our value proposition
4. We are “too” busy with new business
5. Too much time has passed, they must have forgot about us?



# *Follow-up Statistics*

- 48% of salespeople never follow up even once
- 60% of customers say “NO” 4 times before saying yes
- 50% of sales go with the person that follows up or responds first
- 42% of salespeople call back at the agreed upon time
- 57% of customers go with the salesperson that follows up with no pressure
- 8-12 follow-ups land a sale \*[www.invespcro.com](http://www.invespcro.com) study\*



*8-12 follow ups land a sale!!*

**FOLLOW  
UP**

**FOLLOW  
UP**

**FOLLOW  
UP**



# *How many opportunities did you miss over the last year?*



How many pre-approvals did you stop calling?



How many early closings have you not reached out to again?



How many borrowers shopped you that didn't you didn't follow up with?



How many clients did you lose to rate?



How many clients could you not approve?



# *Reflection and improvement!*

- Why don't we just pick up the phone?
- How can we make the most of all these missed opportunities?
- We must make a list of all our missed opportunities and have a plan of attack going forward!



# *Where are your missed opportunities located?*

CRM

Encompass

- a. go to encompass search all files, all folders, (how many?)
- b. subtract how many you closed
- c. (the difference) is all the opportunities you missed!



**The average LO closes 1 in 5 opportunities, that means 80% was a miss!**

**Let's focus on our misses!**

## *Good talking points to discuss with your clients:*

1. How is their current rate, mortgage and does it suit their needs?
2. What is their next move? (short and long-term goals)
3. Do they have any debts to consolidate?



# *Be confident and fearless in your calls!*

Remember the 7 Ds and that your clients may need you!

1. Death
2. Diapers
3. Diamonds
4. Divorce
5. Downsize
6. Deconstruct
7. Debt

Your job is to **originate** not hesitate!

How many missed opportunities can you touch even by years

