

Success is a Choice Mentor Programme

Workshop Plan Module Two Workshop three

Target Group:

New Entrants to the Mortgage Broking Industry

Module No/Workshop Series:

Module 2 Workshop 3

Learning Outcome: At the end of this Workshop, mentees should be able to:

- Understand the sales process from phone call to interview
- Market on a Shoe string
- Understand ethics
- Understand the loan assessors biggest time wasters
- Set Business goals for next 7 and 30 days
- Create a time management planner for a week

Assessment Criteria: as per Mentor Checklist

- Completed case study to industry standard
- Completed Time Management Planner for the Week
- Role play with case study

Resources:

Equipment: Data Projector, Whiteboard, Flip chart, laptops,

Guest Presenter options: have one or two lenders come in after lunch

Expected Time:

6 hours including breaks

OHS

It is important for you as the mentor when you set up your training session to cover OHS.

You need to do this at the beginning of each session- you have a duty of care to anyone that you train to explain to them

- **Where the emergency exits are**
- **Where the toilets are**
- **What to do in an emergency**

You are also responsible for making sure that the learning environment is safe. So that means you don't conduct any of your sessions in any area that might be unsafe including the use of any resources that are not safe. E.g. Frayed electrical cords or extension cords running across the floor/trip hazards

Session

This is a fun session with time for them to role play with you. Always be reviewing their goals as they will feel more confident each week as they begin to achieve sales and outcomes. They have identified in the first session in the self-

assessment quiz, any areas that they need to learn more on, so review this again at any time that suits you, as the first 6 months is the danger zone as they “make it or break it”. You will talk about ethics and the 5 stages of organisational ethics. There is two activities in the ethics section to complete. You will walk through the sales process from the initial phone call. This is important for you to ensure that they understand it is the most important part of the process as they are is sales not finance. This is where you can create mini role plays with you guiding them. You can be as silly as you like to make this fun as it is about getting them used to asking questions so that they create a natural style.

There is a checklist for Marketing on a shoestring. There is an allowance of 1 hour for two lenders to come in so be mindful of your timings or you can change the day around to suit your business needs. The two lender time slots are separated so that the information can be absorbed. If you do them back to back there is less chance of the information sticking. There is a template for the mentee to complete whilst the lender is there which will give you a discussion point while they are there and a reference point after they have left.

Remember to review their immediate goals as this is the one that is often forgotten. What do they need to get done straight away?

They will walk through each section with you. You do not need to be an expert, as it is written clearly for them (and you) to read and then create discussion. Make sure you have read the section or the exercise first as then it is easier for you to guide them through it.

Their weekly plan will help you to see where they are spending their time. This is so you can keep them on track. They should email you this on a Monday and then you review with them at the end of the week or the following Monday.

Case study:

Have them read through and question you as to the path to take, then they can spend some time researching it. If they are not set up on your aggregator software as yet, then get them to look at the bank websites. Doing this will also show them how the customer does it and how frustrating it can be to go site to site. There are two case studies in each module and the mentee needs to tell you what research they have done so that you can see that they understand the process. So read through the scenario and the instructions and get the conversation started.

The case study is the last thing that is covered for the day so that it is easier to remember and they are not distracted by it earlier in the day. If you give it to them too early then they will be thinking about that and not the task you are working on.

Finish the session with goal setting and what the next session will be about. If you need to; schedule some one on one time with those who need it

Always finish each session with goal setting and what are they going to Stop, Continue and Start doing. This is their opportunity to show you that they are growing and managing their own performance.

Notes:

Access templates as required from your Simply Mentoring USB

Time	Topic	Main Points/Activity	Resources
10am- 10.15	Welcome	Welcome them back and go	

		<p>over what the day's session will hold as above in your briefing.</p> <p>Remind them to turn phones to silent</p>	
10.15-10.25	Record keeping	<p>Get everyone to sign The attendance log (you create)</p> <p>Update where they are with their accreditations- (if they have started) enter into log</p>	Attendance log that you have created
10.25- 10.45	Checklists	<p>Go through the checklists for Module two and make sure they are on track to completing each item</p> <ul style="list-style-type: none"> • Discuss 'negotiables' and non 'negotiables' in client contact. 	End of Module Two

		<ul style="list-style-type: none">• e.g.: speed of returning all calls, level of literacy required in written communication; how emails should be constructed – no short sharp responses; how to make the customer feel like they are your only customer; <p>It may seem simple however leave nothing to chance. Ensure that the new broker understands that they should ‘begin as they mean to end’</p> <p>If they want to end up as a professional, they should begin all activities as a</p>	
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		professional	
10.45am Break for a cuppa			
11am-12.30	The Sales Process from Phone call to interview	<p>Read through this section and then ask them to “teach’ you the process. This is where they will draw great value from having reviewed the loan types a couple of times. At each stage create a small role play using ‘real life’ examples.</p> <p>Revise how to question to get the best results from their customers. Remember most questions will create another question so this session is about honing their skills.</p> <p>Go through the appointment process. Ensure that they</p>	Their manual

		<p>premise the “life insurance” as this is a key responsibility.</p> <p>Role play the review: get them to paraphrase your needs as the pretend customer.</p> <p>Next is closing the sale. It might seem a basic part of the process to you; but to them it can be quite overwhelming</p> <p>They need to learn how to close the sale so that the client does not become a time taker. If they don’t ask for the business, the client will be well armed with information and go to another broker. If the client can’t commit on the spot, then make a time to call them and get the business. Teach them</p>	
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		<p>to teach the client the process. In this way they are reconfirming to the client that they have heard everything and are acting in the clients' best interest.</p> <p>Once they have closed the sale, they need to put a timeline in, with when they will next touch base with the client. At each 'touch' point they need to set the next 'touch' point. In this way then the client will feel valued.</p> <p>Go through with them the file cover sheet in your USB and at the back of their manual.</p> <p>This is for you the mentor to always have a snapshot of</p>	
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		what their files are up to. This is a simple and invaluable tool for you as they can bring this to a workshop as well if you don't need to see the entire file.	
12.30 lunch Break		Get them to change their outgoing message on their mobile phones to something industry relevant	
1 – 1.30 pm	Guest lender	Choose a lender that they are accredited with and use the blank lender questions to build your knowledge sheet.	
1.30 – 2pm	Marketing on a Shoe string	This is an easy checklist that they can go through with you and work out ideas that they can utilise or tick off to	

		consider later. If they tick to consider later, ensure that they have their diary and mark in when they intend to look at it again. Make a note to follow them up.	
2-3pm	Ethics	<p>This is always a topical subject in this industry. Read through the section and discuss that ethics is what you do when no one is looking.</p> <p>People get their beliefs (ethics) from a range of external sources, family friends, media, church and other areas of influence that they come into contact with. This can be challenging to</p>	Do the activity in the module

		<p>various people depending on culture and age group.</p> <p>Different cultures will consider some business practices standard and in Australia we may not see them as ethical at all. Make sure that you discuss that we take a dim view of some behaviours as they are not seen as ethical.</p> <p>Discuss that some business people ONLY do the right thing because they know that someone is watching them.</p> <p>Most people do the wrong thing because they have done it before and not got caught.</p> <p>So of course they repeat the bad behaviour</p>	
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3pm Break for a cuppa			
3.15pm – 3.45pm	Lender	Choose a lender that they are accredited with and use the blank lender questions to build your knowledge sheet	
3.45	Review Goal Setting Time Management	Review their immediate, 7 day and 30 day goals Get them to be always thinking about where the business is going to come from. Get them to complete the template and the weekly plan	Mentee Manual Template on USB and in their module
	Goal setting /expectations	What are their expectations going forward for next three months What are your expectations (of yourself and your mentee)	End of module one checklist double check all done Review checklist for module two

		<p>for next three months</p> <p>Quick review of the day and where do they need clarification of what was covered today</p> <p>Remind them to upload assessments to AAMC</p> <p>Sign off on anyone that you can with the end of module checklist and have them send that to AAMC</p> <p>What do they need to:</p> <p>Stop doing </p> <p>Start doing </p> <p>Continue doing </p>	
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		Thank them for coming today Confirm date and times for next session End of session	
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