

The Adviser ACADEMY

The Ultimate Broker Sales System

ABOUT:

The Ultimate Broker Sales System is a two-day training program that teaches mortgage and finance brokers the essential influencing and persuasion skills to supercharge their sales, build their brand and close more deals.

YOU WILL LEARN:

- How to build instant rapport with prospects
- The secret to consistently closing every deal with confidence and style
- How to be an accomplished storyteller - facts tell; stories sell
- The blueprint for structuring your day for maximum performance
- How to uncover opportunities to get yourself in front of more prospects
- Cutting-edge scripts and dialogues to take control of the conversation
- How to get more referrals from clients as well as professional connections
- Templates and forms to deliver unstoppable sales pitches
- How to overcome objections and turn 'NO' into 'YES'
- Tactics to build a sales pipeline of qualified prospects, not tyre kickers!
- How to build your personal brand and become an attraction broker
- High-impact phone techniques and tonality control to connect with prospects
- How to create and deliver an effective sales presentation that will close more prospects more often
- Winning the social and digital interviews - there are no more blind dates in business; your customer knows more about you than you do about them

Places are strictly limited,
to avoid disappointment
BOOK YOUR PLACE TODAY.

Prices start at \$1,495
excluding GST.

For more information or to book contact

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MODULE ONE: The behaviours of superstar brokers

Success in broking comes down to following the proven formula that top brokers engage at all levels of their business. In this first introductory module, Tom will deconstruct the behaviours of the nation's top brokers and show you how to build a winning broking business from the ground up. Key themes will include:

- What top brokers do and how they do it
- What characteristics separate the top 1% of the nation's elite brokers
- Getting inside the mindset of the elite and what makes them tick
- How experience has driven changes to their businesses and how they adapt to change
- What the top brokers would change about their businesses if they had their time again

MODULE TWO: How to run a process-driven business and sales pipeline

Contrast, repetition and refinement are integral to building an elite broking business - and sales is at the forefront of this. All good brokers have embraced structure, process and scalability, and in this module Tom will unveil the pillars of running a process-driven business - and one that keeps you focused on dollar-productive activities:

- How to create and run a process-driven business
- The start-to-finish sales methodology for mortgage brokers
- Implementing change in your business to become process-driven
- Developing a proven and unbreakable sales process that gets results each and every time
- Empowering, coaching and mentoring support staff to ensure process efficiencies, achieve scalability and generate more sales
- Identifying and understanding pressure points in your business process and how to overcome them

MODULE THREE: Powerhouse prospecting and business development

Every broker has two jobs. Writing loans is the first one, and the second - arguably the most important job - is finding people to write loans for. In this session Tom will concentrate on getting the second job right - the strategies, tactics, tips and tools to ensure a ready flow of leads to turn into business. Themes will include:

- How to uncover opportunities to get yourself in front of more prospects
- Tactics to build a sales pipeline of qualified prospects and effectively weed out the tyre kickers
- Proven lead-generation activities that will get you results
- Using high-tech, low-touch selling
- Identifying and using connectors and spheres of influence to win more referrals
- How to get more referrals from clients - the sure-fire strategies that, if done right, will work each and every time

MODULE FOUR: Case Studies

Tom will analyse our nation's top performers and unpack case studies of successful broker businesses. He will be joined live by one of Australia's most successful brokers.

MODULE FIVE: Time, organisation and ideal weeks

The adage "Failing to plan is planning to fail" certainly holds true for all those brokers with a shotgun

approach to running their day. The best brokers don't reinvent the wheel each day, they follow a structured, methodical ritual that helps them squeeze the most out of every minute. In this session Tom will focus on these key points:

- The blueprint for structuring your day for maximum performance
- Designing your perfect blueprint and structuring your week
- Understanding your own internal body clock and energy levels, and how to allocate certain tasks to certain parts of the day
- Tactics to avoid distractions and keep focused on sales
- Email management strategies that work
- Tactics for making high-value, high-volume calls
- Employing and managing an assistant so you can concentrate on dollar-productive activities
- The art of delegation

MODULE SIX: The perfect presentation and client interview

Whether face-to-face or via the phone, the pitch (or presentation) is the gateway for closing deals. In this module Tom will unveil the secret to consistently closing every deal with confidence and style, focusing on:

- How to create and deliver an effective sales presentation that will close more prospects more often
- How to build instant rapport with prospects
- How to become an accomplished storyteller - facts tell; stories sell
- Using a collaborative trusted-adviser approach in winning the business
- Powerful diagnostic questions that lead to the sale

MODULE SEVEN: Deal-closing scripts and dialogues

Knowing what to say and when to say it can transform your sales volumes. In this module Tom will detail the scripts and dialogues that will open more doors, get you in front of more prospects and close more deals. Get ready for some role-playing. Key points covered will include:

- Cutting-edge scripts and dialogues to take control of the conversation
- High-impact phone techniques and tonality control to connect with prospects
- Winning words that influence
- Never use 1000 words when 50 will do
- The language of success
- Handling objections and turning 'NO' into 'YES'
- Templates and forms to deliver unstoppable sales pitches

MODULE EIGHT: Building your personal brand

There are no more blind dates in business - your customer these days knows more about you than you do about them. In this module Tom will reinforce what it means to be part of the 'connection economy' and how customers now purchase services. Your brand is what other people say about you when you're not there, and this module will equip you with the tools to take control of your own brand. Points covered will include:

- Winning the traditional, digital and social interviews
- How to build your personal brand and become an attraction broker
- Standing out in a crowded marketplace