Loan Originator
TRAINING

PURCHASE MENTALITY

Glenn Bill
Get Better. Grow Bigger. Glow Brighter. Go Beyond.

"YOU GET WHAT YOU **EXPECT** OUT OF YOURSELF AND OTHERS."
– GLENN BILL

GLENN BILL
GLENNBILL.COM

HOW TO SCORE

1- THAT'S NOT ME
2-THAT'S SOMETIMES ME
3-THAT'S MOSTLY ME
4- THAT'S ME

Expectations

1. Both agents have a conversation with me at the start of the transaction to ensure clear expectations from all parties.

   1 2 3 4

2. I expect every loan will close per contract date and have figures two days in advance.

   1 2 3 4

3. I know how many loan applications I need to meet my closing goal expectations.

   1 2 3 4

4. I have systems for RELATIONSHIPS not TRANSACTIONS, thus I will get the referrals I expect!

   1 2 3 4

5. I expect to double my REATLOR® production.

   1 2 3 4

6. I expect to take all the blame for anything, and ALL the praises to go to my team!

   1 2 3 4

7. I expect to turn in a perfect file in less than 24 hours to operations.

   1 2 3 4

8. I I expect my referral sources to be my business PARTNERS.

   1 2 3 4

9. I expect to GIVE and GET 100% honesty.

   1 2 3 4

10. I expect my VALUE to be for service and knowledge – NOT PRICE!

    1 2 3 4

1	2	3	4	5	6	7	8	9	10	TOTAL

Skills & Communication

1. I have three rehearsed and ready to use SCRIPTS, for when a client tries to cut my rate.

   1 2 3 4

2. I effectively target the right REALTORS®/Clients.

   1 2 3 4

3. I have an effective phone script to set face-to-face meetings.

   1 2 3 4

4. I have an effective approach campaign for those targets.

   1 2 3 4

5. I have an over 74% acceptance rate to interview with a target client.

   1 2 3 4

6. Ishare all news quickly and don't hid from it.

   1 2 3 4

7. I dedicate 33% of my day to prospecting.

   1 2 3 4

8. If I can't do a loan, but know BRAND X can, I communicate that to my referral source.

   1 2 3 4

9. I earn referrals from agents and track them quarterly.

   1 2 3 4

10. I compliment the agent who referred me to their customer and suggest they refer them as well.

    1 2 3 4

1	2	3	4	5	6	7	8	9	10	TOTAL

Value

1. I am successful because I am smarter than anyone else in the business.

   1 2 3 4

2. I know my PMI reps well and their offered programs/ values.

   1 2 3 4

3. I have a plan to give value first and for building new REALTOR® relationships.

   1 2 3 4

4. I always educate and recommend to my customers based on their entire financial position.

   1 2 3 4

5. I know my value is my team and I share that in person to my clients.

   1 2 3 4

6. I understand all areas of my business, NOT JUST SALES.

   1 2 3 4

7. I have been referred at least 4 loans from competing officers annually.

   1 2 3 4

8. I am available to my best REALTOR® partners within an hour, 24/7.

   1 2 3 4

9. I give two referrals a month to REALTORS®.

   1 2 3 4

10. I give answers, not excuses, in all my communication.

    1 2 3 4

1	2	3	4	5	6	7	8	9	10	TOTAL

Effort

1. I spend 1-hour every day reading guidelines and/or on attitude and personal development.

   1 2 3 4

2. I am available nights and weekends to support my REALTOR® partners and customers.

   1 2 3 4

3. I fill out a complete application on EVERY deal and don't rely on my Operations to finish it.

   1 2 3 4

4. I have a FACE-TO-FACE pipeline meeting EVERY week.

   1 2 3 4

5. I make sales calls every day to ensure I meet my application goal.

   1 2 3 4

6. I send hand written Thank You notes EVERY day, including to my staff.

   1 2 3 4

7. I meet FACE-TO-FACE with one agent prospect every 3-5 business days.

   1 2 3 4

8. I know the right business activities and do them daily.

   1 2 3 4

9. I handle my toughest task first.

   1 2 3 4

10. I personally invest 10% of my earnings back into my business.

    1 2 3 4

1	2	3	4	5	6	7	8	9	10	TOTAL

Your Assessment

	TOTAL
EXPECTATIONS	
SKILLS & COMMUNICATION	
VALUE	
EFFORT	
COMBINED TOTAL	

Rating

0-39 = YOU NEED TO GO TO THE BIGGEST LOSER
40-79 = YOU NEED A COACH
80-120 = YOU NEED EXERCISE
121-160 = YOU ARE FIT FOR SALES!

NOTES

Glenn Bill

Get Better. Grow Bigger. Glow Brighter. Go Beyond.

GLENN BILL – GITOMER CERTIFIED & AUDIENCE APPROVED.

ACCOMPLISHED SALESPERSON

At the age of 19, Glenn received his Real Estate license and the Indianapolis market was never the same. He quickly rose to the top of his seventy-five agent office and stood out as one of the top producers regionally. Glenn was recognized as one of the Top 10 sales people in the nation for closing over 200 home sales just after the market crash in 2007. He has mastered the business of selling and continues to do so today.

A PASSIONATE BUSINESS OWNER

After three years of becoming a top salesperson, Glenn purchased his own franchise at the age of 23. The market was astonished and was sure he was destined to fail. Through his passion, vision, drive and learned sales skills, he grew his organization into one of the most successful real estate offices in the world.

A CHAMPIONSHIP COACH

If selling and owning a real estate company wasn't enough, Glenn has coached at a local High School for the past 20 years. His desire to influence the younger generation and teach the value of being a part of a whole is one of his greatest accomplishments. He understands and lives by the coaching philosophy that "people will always do more for thers than they will for themselves, especially if it is another person sharing a common vision." Glenn has been a part of 13 state championship teams, which is a record in the state of Indiana.

A COMPASSIONATE COMMUNITY LEADER

Understanding the value of serving others has always been at the top of Glenn's list. He serves on the Board of Directors of the Timmy Foundation which gives medically aid throughout the world and has given over $2 million dollars of medical supplies throughout the world yearly. Glenn also founded a local charity called The Legacy Foundation, which provides immediate assistance to those who suffer from personal and/or financial reversals.

"Glenn's enthusiasm, energy, and delivery is just what my company needed at our kickoff event. His ideas were original and his ability to get my agents to think differently was eye opening and motivational."

– JAMES BRADLEY, President, CENTURY 21 Bradley

"Glenn's enthusiasm, energy, and delivery is just what my company needed at our kickoff event. His ideas were original and his ability to get my agents to think differently was eye opening and motivational."

– MICK SCHEETZ, Owner, CENTURY 21 Scheetz

"Glenn's enthusiasm transferred to me and woke me up from the second he started to speak. He made me look differently at what I am doing now and how I can serve my clients better. He also helped me to realize what I am passionate about and love to do."

– AMY COREY, REALTOR®, CENTURY 21 Scheetz