(#167) Dear Management:

October 16, 2019

How are you ACTIVELY helping the lowest 40% of your sales force... get better?  
  
Is your sales management:  
  
-providing them with educational courses?  
-training them on better sales techniques?  
-training them on better customer interaction?  
-talking to them about market trends and strategies?  
-giving them product updates?  
-helping them work on database management?  
-helping them with better time management?  
-teaching them the best process, to move a loan thru?  
-listening to concerns they may have about the process?  
-providing them the best technology options you can?  
  
And to close it out...  is your sales management tracking all of the above items, in terms of loan officer performance during and beyond... them providing this help?  
  
No???  
  
Well, you should...  
  
You spend thousands and thousands to get new people in the door through your recruiting efforts... while these LO's are already here!  
  
Why not spend (even half) of that amount on making them better, or weeding them out?  
  
So, I'll leave you with this... you should be:  
  
Teaching, training, tutoring, and tracking them UP  
or  
Helping them OUT!  
  
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