(#207) Dear Management:

December 20, 2019

When you send your sales force out for training, where do they go?

Is it out to the militia style tough-u-up crowd? Or over to the hippie-style drum circle crowd? Or somewhere in between?

What ever gets you more loans in the door... you be you... no judgement.

But IT IS costly, and are you quantifying the results honestly??? Or just "feeling" what you want the result to be?

And why not create that in-house? Have your sales management train staff, on an on-going basis... the different styles that work for your DIFFERENT loan officers?

You might just see better results...

Just a thought...

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