(#217) Dear Management:

January 7, 2020

Selling my ideas to certain management... is like selling loans to a disinterested borrower.

But then, "I grew strong... And I learned how to get along" by:

1) Thinking of everything as a potential... a borrower shuts the door in your face?  Compliment them on the sturdiness of the door and the salesmen that sold it to them. And then, tell them you'll be just as good a loan officer. I find that humor and humility win the hearts of most.

2) Be human, express who you are (and if that's not good enough, fake it!). The biggest asset a LO has is their humanity. Computers can calc mthly pymts faster, create an LE more accurately, provide more data then 10,000 loan officers, and interact with a customer 24/7/365. But what they can't do is feel... the emotions, the anxiety, the excitement. The LO can! The LO can be the hero to quash the anxiety and the expert to answer the questions in a relate-able way.

3) Follow through. Speak WAY more loudly with your action and performance, than with your mouth. Because THAT is what will be remembered.

So yes, selling loans (and ideas) are hard sometimes...

But I know I'll stay alive! I will SURVIVE!

Hey! Hey!

How about you?

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