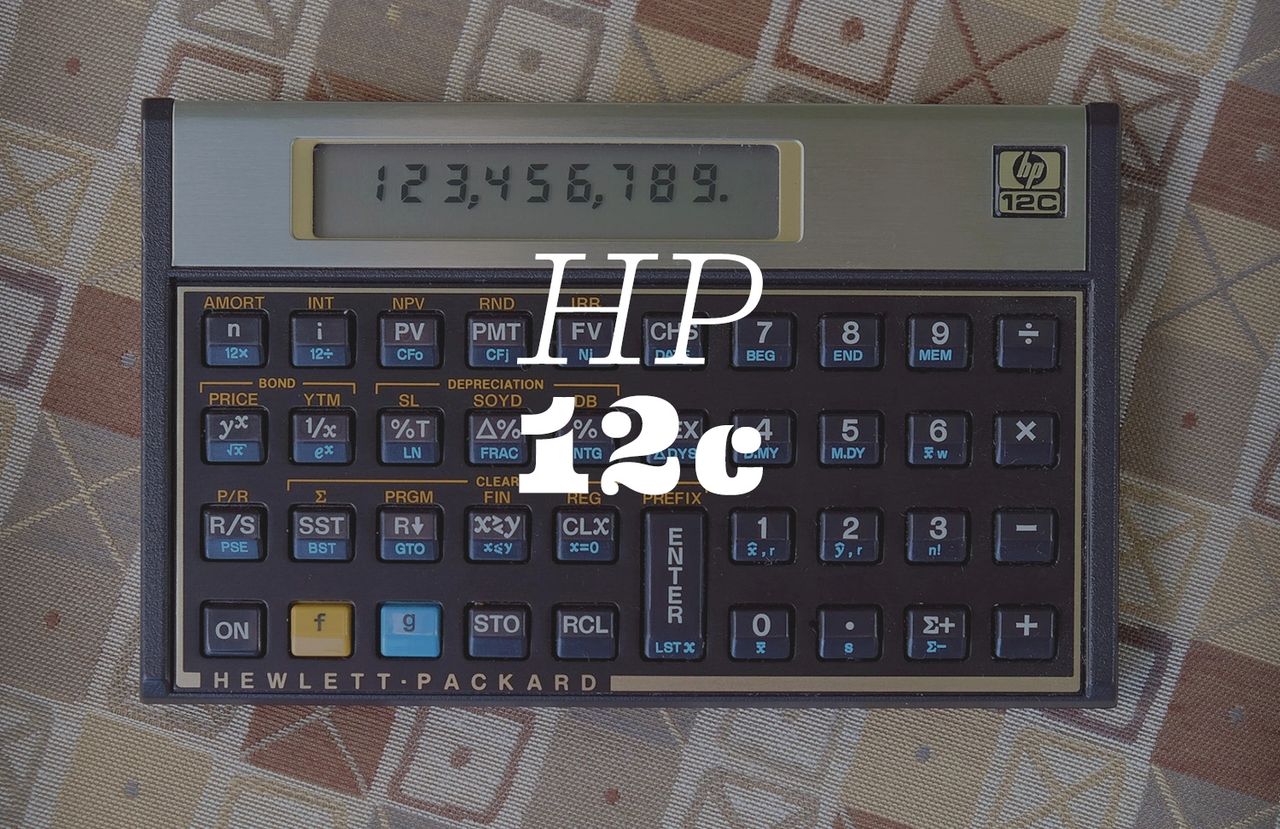
(Mr. Tenkey's Tips #310) www.mrtenkey.com

May 15, 2020



Dear Management: Companies keep chasing the next best analytics system... "LOTS of" money can buy!  
  
To gather such minute details on an LO's production... as the color of shoes they wore during their last contact with a borrower.  
  
When really all they need... is quality sales management and an eye on an LO's pipeline... to judge their contribution.  
  
(And maybe an HP 12c, if that happens to be your calculator of choice)  
  
So first, gather these 5 data points.  
  
ALL easy... ALL should be, close at hand.  
  
1) Their trending pipeline and costs (if any) of their leads?  
2) The conversion rates of that pipeline?  
3) Their avg product mix and avg loan amount?  
4) Your company's avg product margins.  
5) The compensation costs of that production.  
  
Stir that all together...  
  
And BAM, you can now calculate the monetary value of any loan officer... IN... THE... WORLD!  
  
You're welcome!