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Dear Management: Every loan officer wants to be the best...  
  
However, then reality sets in... and it doesn't take long to separate the cream.  
  
Those that can move their borrowers from casual interest... to commitment... from those that stumble.  
  
And why is that?  
  
Lots of reasons...  
  
But one is... those that stumble, won't STOP TALKING!  
  
It's just spiel, spiel, spiel, like a robot. Not taking a breath to listen...  
  
To listen to the unique human being in front of them... a person with a unique experience THEY are having.  
  
Instead the LO sells themself... with the same stale elevator speech, with the same stale talking points.  
  
If the borrower wanted that, they'd just google for it.  
  
So if you don't start listening... empathizing... connecting...  
  
They WILL find someone who will.