(Mr. Tenkey's Tips # 472) --- book available @ www.mrtenkey.com

January 8, 2021

Dear Management: Operations can't produce loans without Sales...

Yep, an obvious statement... at least for people in operations, as it's a daily drum beat from the top of many companies.

Unfortunately, what is often sidelined... is that Sales CAN'T sell without Operations.

Because, think about it... WHAT is it that Sales is selling?

Let me help you here...

OPERATIONS!

And if your operations is a turd.

Guess what your Sales team will be selling...

Moral:

Quality people and appreciation for them... is needed on BOTH SIDES of the mortgage lending yin and yang.