

**No More
Robots!!!**

**Welcome to
Lending Solutions Consulting, Inc
Rex Johnson's Online Institute
Webinar #5 Presented by Brett Christensen**

Loan Interviewing and Sales Skills

Loan Interviewing and Sales Skills

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Advantages You Have at a Credit Union in Selling Loan Products & Services

- 1. The Positive Image of the Credit Union Industry**
- 2. Strong Relationships with SEG Groups**
- 3. Loyal Members Want to Give Their Credit Union the First Opportunity**
- 4. Repeat Loan Requests**

Continued...

Advantages You Have at a Credit Union in Selling Loan Products & Services

- 5. Great Rates & Low Fees**
- 6. Personal Relationships Between Members and Employees**
- 7. Members Visit and Call You – You are not Having to go Out After Them**



Loan Interviewing Skills

Food for Thought

- 1. Have you become just like a ROBOT that simply fills in the required fields of a mindless loan origination software package?**
- 2. Have you sent your centralized underwriter or lending manager all of the necessary information to make a good decision the first time they look at the loan?**



Continued...

Loan Interviewing Skills

Food for Thought

- 3. Are you missing out on valuable sales time with your members by just having them fill in blanks on paper (or the Internet) and dropping it off?**
- 4. Can you learn how to customize your loan interviewing approach to the member (i.e. to the risk) in front of you?**



Learning to Tailor Your Approach

For All Members:

- 1. Review the member's account.**
- 2. Order the credit report fast.**
- 3. Learn to ask conversation-promoting and sales-producing questions.**
- 4. Be positive and connect emotionally.**



Reasons to Get Credit FAST

1. To quickly learn which interviewing approach you will take with that member.
2. It is your primary cross-selling tool.
3. Accurate rate and payment quotes.

****Remember that you NEVER apologize for your RBL rates. The member has earned that rate and your rate structure is designed so that you should have the best rate that the member qualifies for in the marketplace.**

Great Interview Questions

**(That Don't Show up on Your Software
Or Your Paper Application)**

1. What feature of our loan is most important to you?

Followed up by:

*** What rate are you looking for?**

*** What payment is comfortable for you?**

2. How did XYZ competitor earn your business?

3. What rate do you have on that loan?

Great Interview Questions

(That Don't Show up on Your Software
Or Your Paper Application)

4. How much are you putting down?
5. Do you have any equity in your car or a car title that is free and clear?
6. What is the current value of your home?



Two Types of Credit Union Employees

1. **Order Takers**: These employees simply fill the order of the single product or service that the member places that day.
2. **Sellers**: A salesperson goes beyond filling the single order that the member comes in with. He or she is able to get a member to bring over business to the credit union that the member **was not intending** to bring over.



A Word to the Wise...

Computers can fill orders – it would therefore be a very wise career move to learn how to sell.

Learning to Tailor Your Approach

There are three words that must govern your approach to A+, A & B-paper lending:

- 1. Faster**
- 2. Easier**
- 3. Cheaper**



Learning to Tailor Your Approach

For Great-Credit Members (A+, A & B-Paper):

1. Complete the mini-application. The focus of the conversation will be on rate.
2. Get the approval from the loan officer.
3. Cross-sell like crazy.
4. Explain the approval.
5. Follow up, and close the loan.



Learning to Tailor Your Approach

For Sloppy-Credit Members (C, D & E-Paper):

1. Complete the full application. The focus will be on payment.
2. Review the credit in as much detail as is needed for the member to understand their interest rate.
3. Be Positive – Use phrases such as “Help me out” and “I understand.”

Continued...

Learning to Tailor Your Approach

For Sloppy-Credit Members (C, D & E-Paper):

4. Build a Performing Loan:

- ❑ Lend the Member a Reasonable Amount of Money
- ❑ Put the Member into a Loan Payment that Will Work for Them
- ❑ Get Cash “in our account” Down
- ❑ Set up the Loan Payment via Automatic Payroll Deduction or Automatic Transfer
- ❑ Sell Credit Life & Disability Insurance
- ❑ Sell Mechanical Breakdown & GAP Insurance

Continued...

Learning to Tailor Your Approach

For Sloppy-Credit Members (C, D & E-Paper):

- 5. Get the approval from the loan officer.**
 - 6. Structure a “win-win” deal.**
 - 7. Carefully explain all aspects of the approval.**
 - 8. Close the loan firmly (i.e. give a “Come to Mama or Come to Papa” speech).**
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Five Steps to Boost Credit Life & Disability Insurance Sales

- 1. Change your A-paper attitude.**
- 2. 100% presentation.**
- 3. Testimonials.**
- 4. Provide an employee incentive program.**
- 5. Provide a member incentive.**



Guaranteed Auto Protection (GAP)

Food for Thought:

What percentage of your members' auto loans are upside down today?

Sales Tips

- 1. Educate your member on how upside down they are on day one of a loan (show them, don't tell them).**

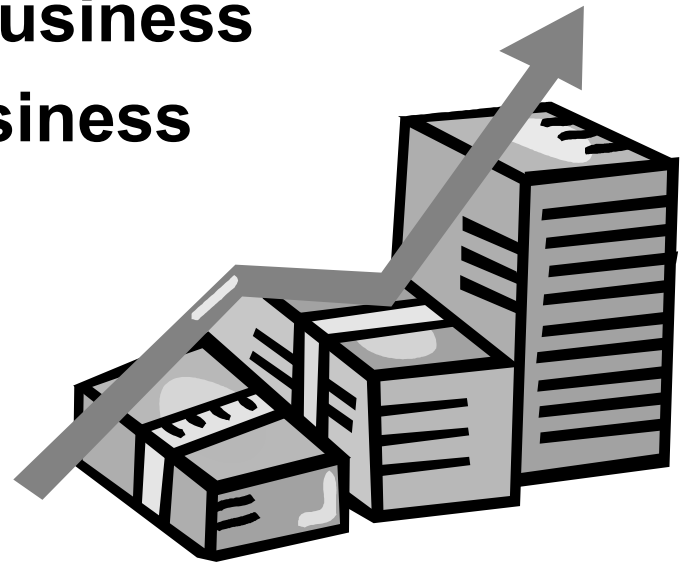
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Guaranteed Auto Protection (GAP)

- 2. Put the cost to the member in “per day” terms (a \$200 policy on a 5-year car loan costs about 11 cents per day).**
 - 3. 100% Presentation.**
 - 4. Testimonials!**
 - 5. Employee Incentive (\$25 per policy).**
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Five Sales Tips to Making Every Member Contact a Success

- 1. Connect Emotionally**
- 2. Use the Member's Name**
- 3. Be Positive!**
- 4. Thank Them for their Business**
- 5. Ask Them for More Business**



Mystery Shop Calls

Option A:

\$2500 for 25 calls including

- **CD provided with all calls**
- **Checklist/analysis completed on each call**
- **Report summarizing:**
 - **Individual employees strengths and weaknesses**
 - **Suggestions on phone scripts (if applicable)**
 - **Overall assessment of hold times and convenience**
 - **Overall findings and goals for credit union based on calls**

Option B:

\$1,995 for 25 calls including

- **CD provided with all calls**
- **Checklist/analysis completed on each call**

Option C:

A La Carte

- **We will help you design a custom package for your needs.**
- **Cost is determined separately on each design**

Assessment Includes:

- **Greeting**
 - **Phone skills (sharing the moment)**
 - **CU product knowledge**
 - **FICO score knowledge**
 - **Sale skills (seeking hidden opportunities)**
 - **Ending**
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- **Our Recommended Rates** – This includes not only what we recommend but accurate rates of the competition.
 - **Monthly Advice Column** – Written by Rex or Brett on a relevant lending topic that will not only keep credit unions informed but also boost their bottom line!
 - **A Lending Success Story** – Profiles of credit unions that have used the advice from Rex or Brett to great success.
 - **Ask The Experts** – Platinum members have the ability to personally ask Rex or Brett a question on lending as well as the opportunity to review past questions answered by the experts.
 - **Webinars** – When you are a Platinum member you can attend all live and archived webinars at no additional cost!
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COMING SOON...



JULY 26, 2005 @ 1 P.M. CENTRAL TIME