



NRMLA VIRTUAL SUMMER CONFERENCE

Tuesday, July 14th, 2020

Introduction & Facilitator



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Are you Starting Your Own Fires?





Negative prompting



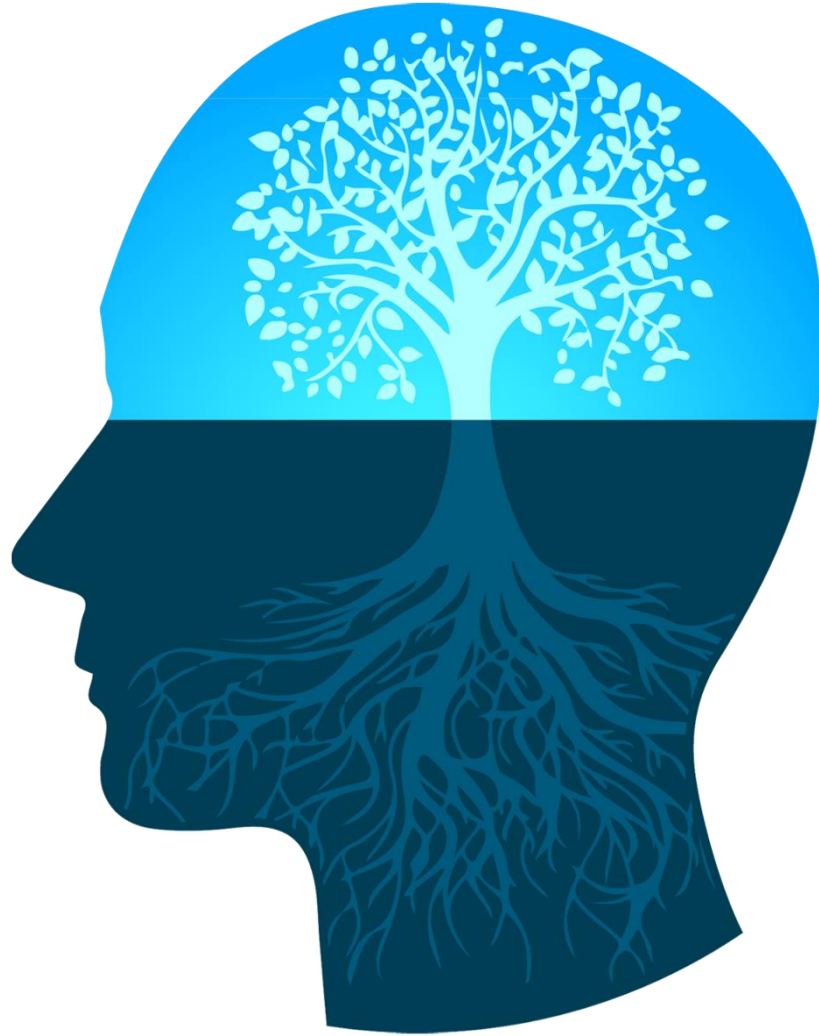
We-Centricity Approach



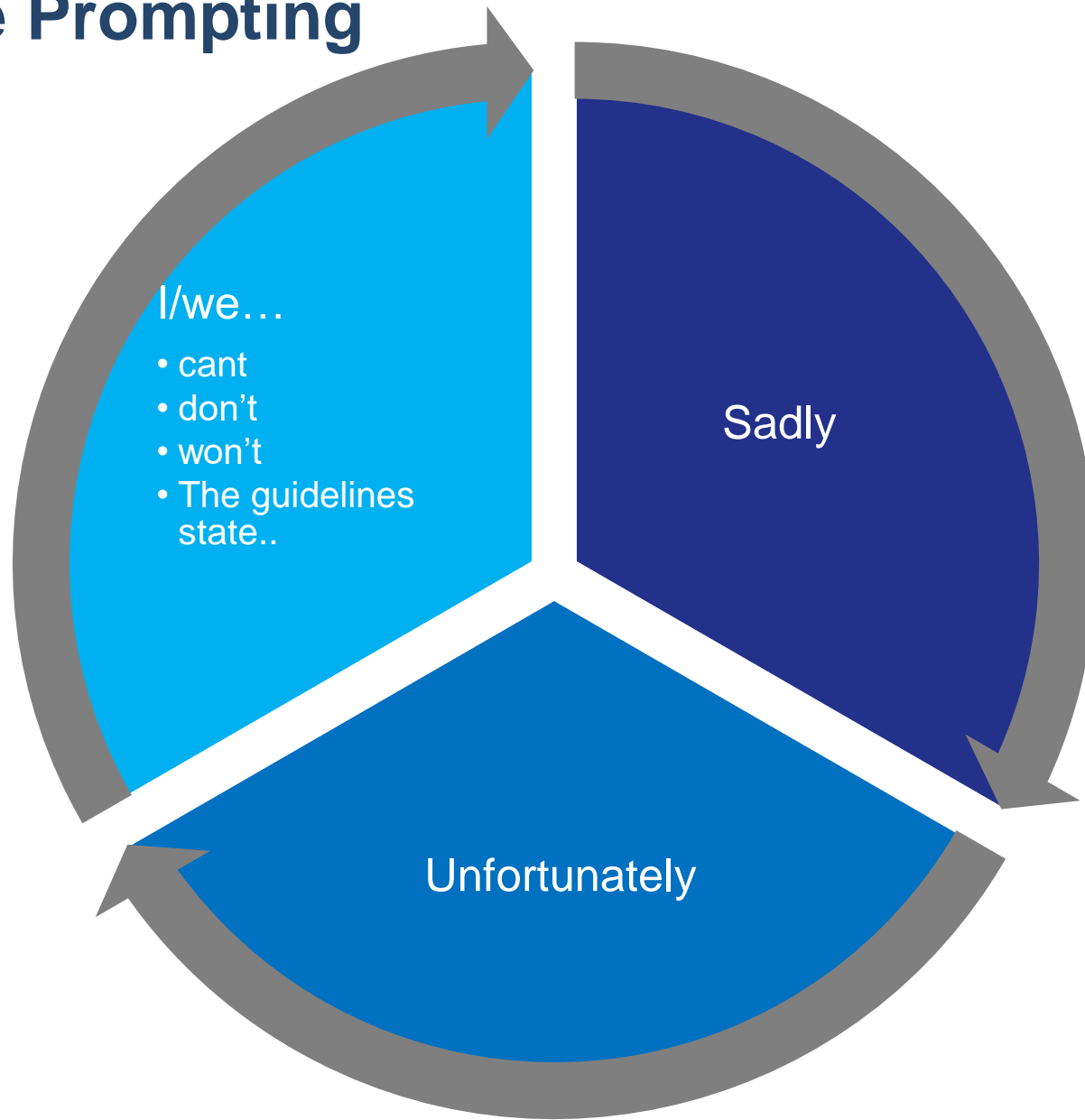
Focusing on the solutions



Setting appropriate expectations



Negative Prompting

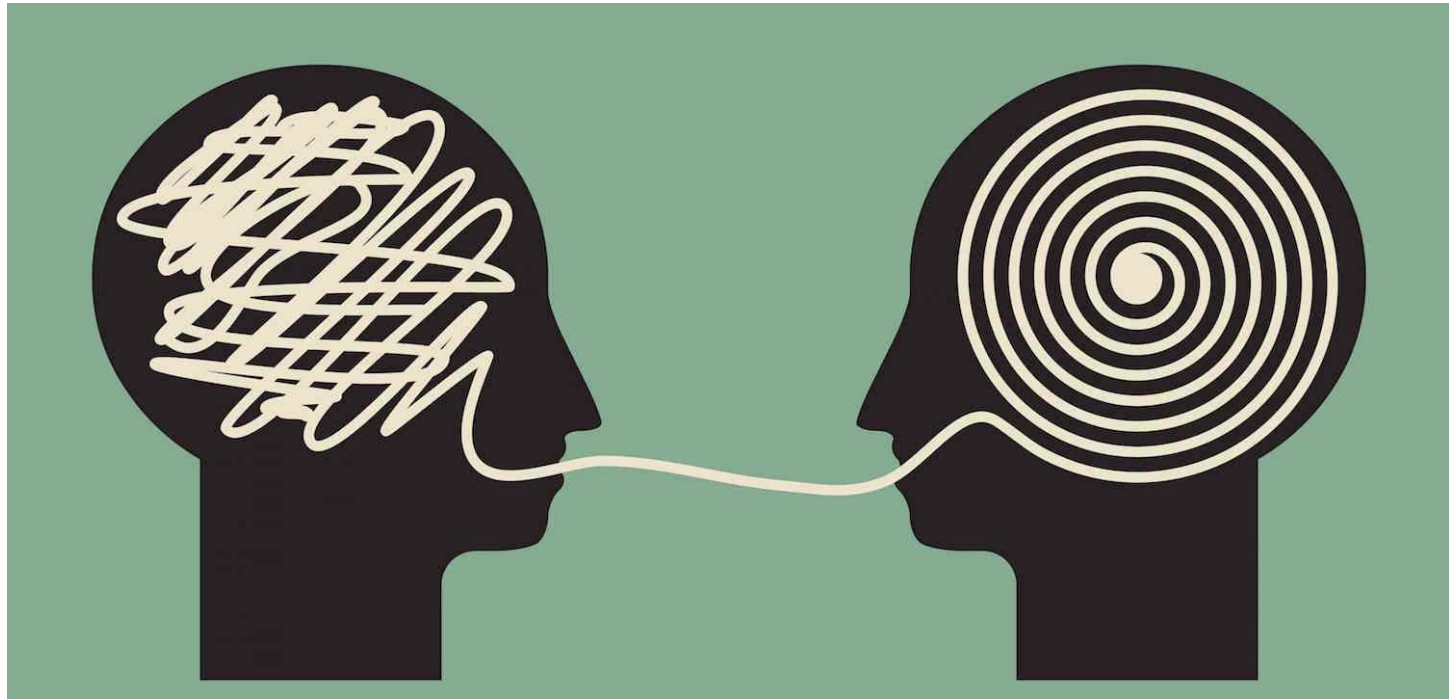


Any guesses on the number # 1 complaint?





Ready to Defuse?



Your Partners/Borrowers what to know 2 things....



Do you understand me? The situation, what we need?



How are you going to fix it?

Negative Prompting

- Sadly
- Unfortunately
- I/we...
 - cant
 - don't
 - won't
 - The guidelines state..

Instead

- Let's see what can we do
- We Understand the situation is frustrating
- Let's work together to get this done
- Here is what we CAN do

Do we speak the same language?

ASAP/
Soon

Should
Be

Try

We will do
our best

Remember to ALWAYS State....

To ensure that WE are able to get your loan funded today (BENEFIT) let's (now the ASK)....”

VS
VS

“We won't be able to fund your if you don't”

The BENEFIT before the ASK

Always



Tell them what you CAN do!

WE-Centric vs. I-Centric Culture



VS



SURVEY SAYS....





Questions?



Comments?



Concerns?

Call to Action



Thank You!

