



*Greater Indianapolis
Mortgage Bankers
Association*

***Attend these high impact sessions
to increase your productivity and income!***

Success by ChoiceNot by Chance!

Sales Managers Symposium—March 17, 2004

Production Clinic—March 18, 2004

Sheraton Indianapolis, Keystone at the Crossing

**March 17 afternoon session
Sales Managers Symposium**

**Want to become a *better leader*,
not just a Sales Manager?**

Then attend this session to learn:

- **What top management expects of you**
- **How the high achievers do it**
- **How to recruit and motivate your team**
- **How to balance the demands of your individual sales goals with the demands of managing your team**

This session has been designed specifically to meet the unique needs of those who are responsible for achieving sales and production results through other people!

**March 18 full-day session
Production Clinic**

The market has cooled down and now there's time to hone your skills so you can be more effective in the 2004 market!

You can't afford to miss this session where you will learn:

- **Three success principles that will increase your performance and results**
- **How to get maximum results from three critically important market segments through effective database management**
- **How to maximize results by knowing your own and others behavioral assets**
- **The strategies of the "All Stars"**

Success by Choice . . . Not by Chance!

Schedule of Sessions

Wednesday, March 17, 2004

Sales Managers Symposium

Who should attend this symposium?

This session has been specifically designed to meet the needs of corporate, regional, and branch sales managers. In 2004 the market is different from the past several years. A contracting market requires effective managerial skills to get results and meet sales goals. This session will focus on the tough challenges that sales managers must deal with:

- How to recruit, train, coach, and motivate the members of your sales team;
- How to balance the demands of your individual sales goals with the demands of managing your team;
- How to balance putting resources into the support of production while maintaining profitability;
- Development of an effective compensation plan;
- Making the transition required by changes in the role of branch manager.

High-achieving national sales managers with proven track records will share their ideas and strategies for dealing with these thorny issues!

1:30—2:00 p.m. **Registration**

2:00—2:15 p.m. **Welcome and introductions**

2:15—3:00 p.m. **“A View from the Top”**

A presentation from Bob Griffith, President, Irwin Mortgage Corporation. He will provide an overview of the changing mortgage industry environment from the perspective of an Indiana-based company president.

3:00—4:00 p.m. **“Success strategies of high-achieving sales managers”**

This panel of national achievers has been screened and selected from the best of the best. They've agreed to tell it straight and share what they know works.

4:00—4:15 p.m. **Break**

4:15—5:30 **Continuation of “Success strategies”**

Thursday, March 18, 2004

Production Clinic

Who should attend this clinic?

Anyone responsible for meeting mortgage production goals will receive tremendous benefits from attending this clinic. Your colleagues in the business have spent many hours developing this program to provide you with new ideas, strategies, and useful techniques that you can immediately apply to increase your success. Here are some highlights of what you will gain from each session. Study this agenda and see if you dare not be there!

8:15—9:00 a.m. **Registration/Continental breakfast**

9:00—9:15 a.m. **Welcome and opening remarks**

9:15—10:45 a.m.—**Keynote presentation**

“Success by choice . . .not by chance”

By Tim Richardson, professional speaker

In this high-energy, motivational, fun session Tim will analyze the difference between a life by chance and a winning lifestyle by choice. He will show you how implementing three simple principles can increase your performance and bring real results. He's customized the strategies to help you increase sales, give the best service, and lead with innovation. This will be an in-depth session based on Tim's own experience when he worked in IBM's Marketing Division. His performance qualified him for the President's Circle award, given to only 1% of IBM employees.

10:45—11:00 a.m. **Break**

11:00—12:30 p.m. Continuation of
“Success by choice . . .not by chance”

12:30—1:15 p.m. **Buffet Lunch**

Thursday, March 18 (continued)

1:15—2:45 p.m. **Choose one of these sessions**

Session A: “Benefits of database management in attaining your goals”

By Boni Lonnsbury, In Touch Today and

Amy Stinson, Loan Officer,
Colonial National Mortgage

The mortgage market has changed drastically over the past few months, and calls for new strategies to optimize three critically important market segments:

- **Past Clients** - Maximize repeat and referral business by learning how to elegantly ask for referrals from your most valuable asset – your past clients. Also, learn to market like the pros with tiered marketing strategies - putting the greatest resources where they will bring the highest return. *Tips and referral script will be provided.*
- **Professional Referral Sources** - Stand out from the crowd by learning some traditional and not-so traditional ways to reach the suddenly illusive Realtor® (as well as CPAs, financial planners and attorneys).
- **Prospective Clients** - Learn how to choose the right niche to prospect to, how to plan, test, and implement an effective prospecting campaign while maximizing your dollars and reaping the rewards of well-planned prospecting. *Free Prospecting Report included*

This dynamic team will not only tell you the ins and outs of database management, but also the practical aspects of using a database to get results.

Session B: “Effective hiring and people management practices”

By John Ranalletta, Senior Consultant, Bob Wilson & Associates

In this session managers will learn:

- How your behavioral assets, motivators, and work needs impact the people you manage
- How to put the “right” person in the “right” job
- How to manage employees to increase self confidence and performance

Prior to this session you will complete a Predictive Index, a personality assessment tool that will enable you to apply the principles to your own specific work situation.

Thursday, March 18 (continued)

2:45—3:00 p.m. **Break**

3:00—4:30 p.m. **“Learn from the Pro’s”**

By a panel of carefully selected “Super Stars”

In this session you will hear straight answers from your colleagues who have proven they can get the desired results. They come from a variety of backgrounds and use numerous techniques but they have all achieved originations in excess of \$25 million!

They will be asked the tough questions, such as

- What was your background before you became a loan officer?
- What differentiates you from everyone else?
- What time management system do you use?
- Do you use a database management program and how do you use it?
- How do you deal with rate issues?
- Do you use a mentoring or coaching program? Why?
- How do you create a balance between business from refinance and purchases?
- Do you have your goals and a plan on paper?
- Describe your relationship with your processor.
- How do you “get in the door” with your referral sources? How do you add value to them?
- What is your philosophy on communicating with your referral sources? How and how often?
- What is your career path and why?
- What do you do for professional growth? Personal growth?
- How do you deal with stress?
- Do you have an assistant? If so, how do you use your assistant?
- Do you attend your closings? Why or why not?

Where else could you have an opportunity to hear candid answers to these questions?

4:30—6:00 p.m. **Networking reception**

Hors d’oeuvres and cash bar.



**Greater Indianapolis
Mortgage Bankers
Association**

1908 East 64th Street, South Dr. Indianapolis IN 46220-2186

Phone: 317-251-0682 Fax: 317-259-4191

To get directions to the hotel and/or to make room reservations, use the web site listed below.	Thank you to our generous sponsors!
<p style="text-align: center;">Hotel Information</p> <p style="text-align: center;">Sheraton Indianapolis Hotel and Suites 8787 Keystone Crossing Indianapolis, Indiana 46240</p> <p style="text-align: center;">Reservations are to be made directly with the hotel. Special rates for a limited time!</p> <p style="text-align: center;">Standard rooms: \$109 per night Suites: \$139 per night</p> <p style="text-align: center;">These rates available for our group through February 20.</p> <p style="text-align: center;">Phone: (888) 627-7814 • (317) 846-2700 or online at:</p> <p style="text-align: center;">https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0401190472</p> <p style="text-align: center;">Enter password: 8328E</p>	<p style="text-align: center;">Builders Mortgage Colonial National Mortgage Countrywide Home Loans GE Mortgage Insurance Huntington Bank Irwin Mortgage Corporation MGIC PMI Mortgage Insurance Radian RMIC Triad Guaranty Insurance United Guaranty Union Planters Bank</p>

Sales Managers Symposium

March 17 - 1:30 p.m. – 5:30 p.m. + reception

Production Clinic

March 18 – 8:15 a.m. – 4:30 p.m. + reception

Registration Fees

Type of registration	Per person	Amount owed
Sales Managers Symposium only (1 – 4 people)	_____ @ \$149.00	
Sales Managers Symposium only (5 or more people)	_____ @ \$119.00	
Production Clinic* only (1 – 4 people)	_____ @ \$199.00	
Production Clinic* only (5 or more people)	_____ @ \$159.00	
Sales Mgr. Symposium & Production Clinic* (1 - 4 people)	_____ @ \$249.00	
Sales Mgr. Symposium & Prod. Clinic* (5 or more people)	_____ @ \$199.00	

* Production Clinic registrants must indicate their selection of Session A or Session B on Thursday afternoon

Please complete this form and return by March 11 with proper payment to:

GIMBA Association Office, 1908 E 64th Street, South Dr., Indianapolis, IN 46220-2186

Phone (317) 251-0682 ▪ Fax (317) 259-4191 ▪ E-mail gimba@sbcglobal.net

Registrants

Company _____

Address _____

City _____ State _____ Zip _____

Name 1 _____ Position _____

Phone _____ E-mail (required) _____ A or B

Name 2 _____ Position _____

Phone _____ E-mail (required) _____ A or B

Name 3 _____ Position _____

Phone _____ E-mail (required) _____ A or B

Name 4 _____ Position _____

Phone _____ E-mail (required) _____ A or B

Name 5 _____ Position _____

Phone _____ E-mail (required) _____ A or B

Payment Information

Please provide: ___ Invoice ___ Receipt **Payment** ___ Check ___ MC ___ Visa Amount \$ _____

Cardholder's Name _____ Signature _____

Account Number _____ Exp.Date _____