

What is the best sales tip you would give a sales rep in today's market?

Read and understand all program guidelines before discussing and/or selling it.

Work your database, work your connections, work with a positive attitude.

Be honest, realistic, know your product, Go back to the basics!

Expand your knowledge and educate customers

Set realistic expectations. Explain what they are and then meet them.

Take time every day to learn something new: products, guidelines, regulatory updates.

Take advantage of every educational opportunity provided.

Be consistent and follow up.

Return phone calls and understand how what you are selling applies to AE's

Be more familiar with FHA.

Prospect, prospect, prospect. Ask lots of questions. Never give up. Never make a sales call without a focus and knowing what you want the outcome to be.

Be consistent and conscientious to develop new ways to add value to your customers.

Ask "What can we do to improve your business?"

Maintain a positive attitude.

Follow The Golden Rule: treat others as they would want to be treated.

Educate your customers about how your company is complying with the new laws to provide extra ordinary customer service and build long term relationships.

Make five calls per day.

Show up every day ready to work.

Remember: You're self-employed. Nobody does it for you.

Be honest and act with integrity.

Stay visible- make certain everyone knows you are still around.

Talk Less. Listen More.