

IRREFUTABLE

THE 10-WEEK COACHING SERIES WITH TODD DUNCAN

PRINCIPLE #3: EMOTIONAL CONNECTION DEEPENS TRUST AND ACCELERATES RELATIONSHIP



2021
TODD DUNCAN

MAKE MORE
MONEY IN
LESS TIME
WITH LESS STRESS



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2021
TODD DUNCAN

THE 5 IRREFUTABLE PRINCIPLES OF HIGH-PERFORMANCE MORTGAGE AND REAL ESTATE PRACTICES FOR 2021

Brought to you by amerifirst, ameritrust, ameriuno and Todd Duncan

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Great companies that build an enduring brand have an emotional connection with customers that has no barrier. And that emotional connection is built on the most important characteristic, which is trust.

- Howard Schultz

”

“

Trust is the hardest thing to gain, the easiest to lose, and the most important to hold on to.

- Todd Duncan

”

PRINCIPLE #3: EMOTIONAL CONNECTION DEEPENS TRUST AND ACCELERATES RELATIONSHIP

Centering Thought: _____ accelerates _____ and _____!

“

Turn down the promotion! Turn up the emotion!

- Todd Duncan

”

“

Businesses that optimize emotional connection outperform the competition by 26% in gross margin and 85% in sales growth. Their customers spend more, return more often, and stay longer!

- Gallup

”

Teaching Point #1: _____ will always push _____ out; _____ will always push trust out. And, _____:

- _____
- _____
- _____

The Relationship Between Trust and Tension



Teaching Point #2: _____ is the most important element of any connection experience and opens the door to relationship.

- _____
- _____
- _____
- _____

When these four things come together, it creates _____ and _____!

The Trust Continuum



Performance Considerations

Relationship Considerations



Economic Considerations

Emotional Considerations

Teaching Point #3: Ask the _____ you have never asked so you can _____ the things you have never learned so you can _____ the things you have never solved.

Habit #5:

“

Seek first to understand, then to be understood!

Most people do not listen with the intent to understand; they listen with the intent to reply!

”

- Stephen Covey

Two Rules of Influence:

Rule #1: _____ that _____ and _____.

Rule #2: _____ in such a way that others _____ to _____ with you.

“

We have two ears and one mouth so we can listen twice as much as we speak!

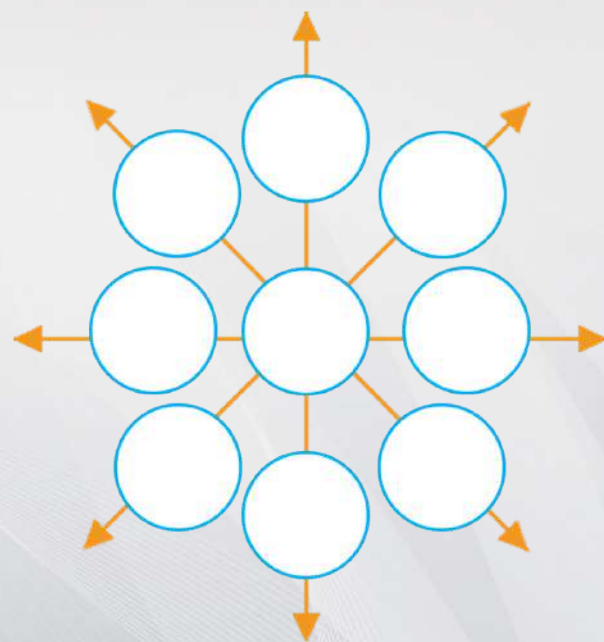
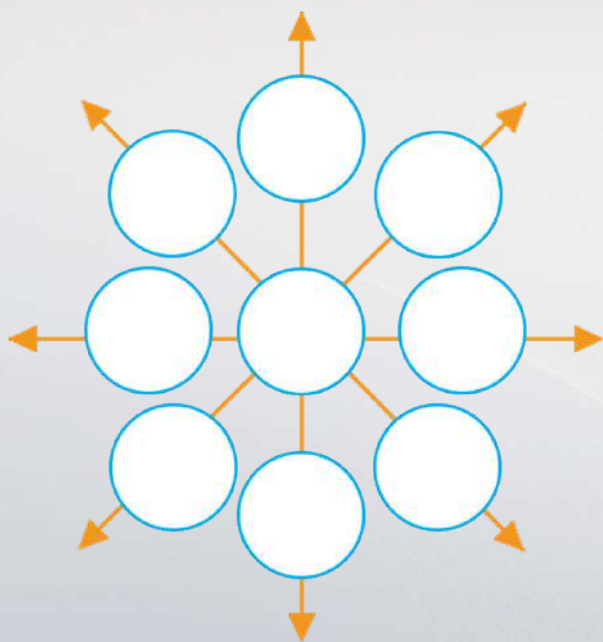
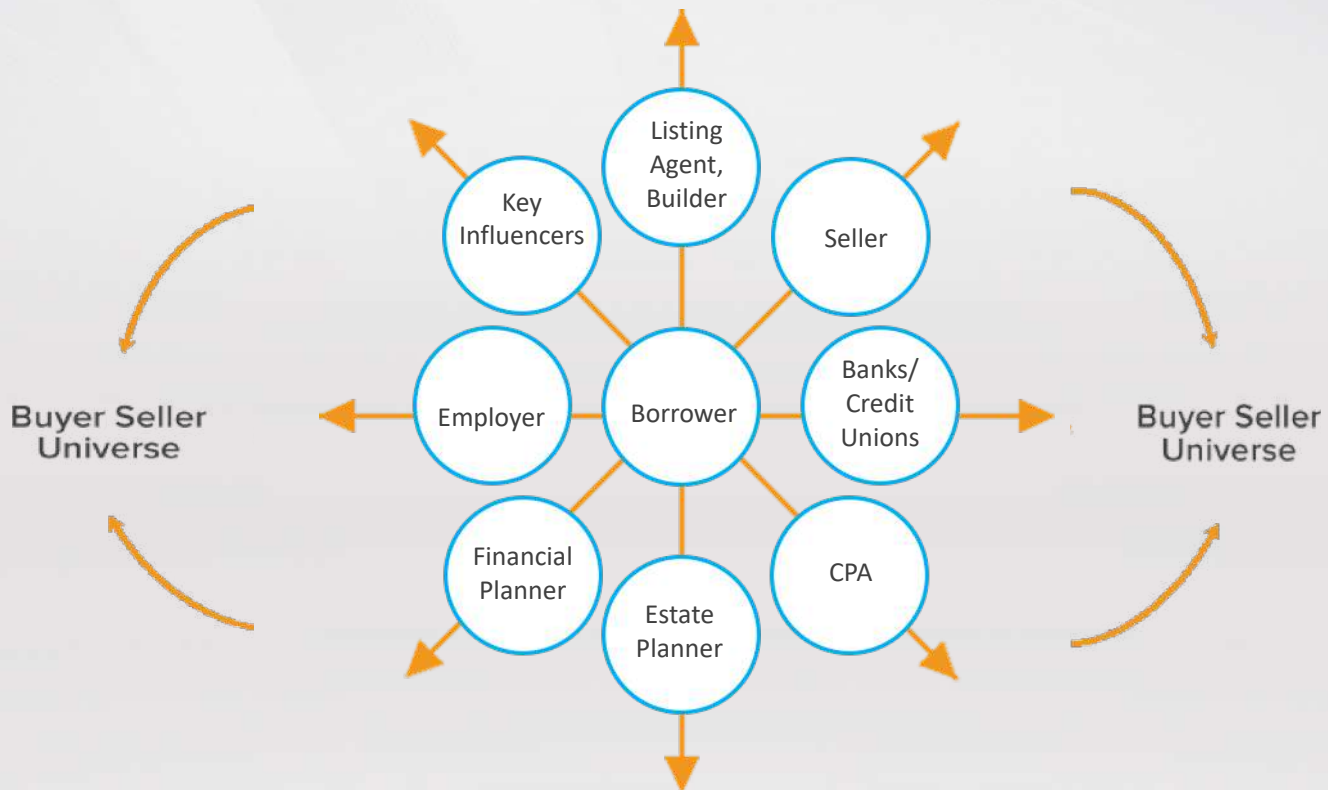
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- Epictetus. 100 AD

Teaching Point #4: _____ unleashes your _____
and _____ the Circle of Cash Flow.

Your database is a \$1,000,000 a year cash flow machine!

“Who do I know who knows who I want to know?”



Best Script to Turn Every Loan Into More Referrals

“My team and I spend 90% of our week making sure everything goes smoothly for families like you while financing their real estate. The only way we can afford to do that is if you introduce us to friends and family you may know who might also need financing in the next few months or even years. If you’ve learned a lot today and had a great experience, we’d be grateful if you’d connect us with whomever you know that would also benefit from learning what we went over today and getting a custom analysis for their own situation.”

“We’re going to send you a Facebook Friend request to make sure to stay in touch. We post pertinent information about the real estate market, guidelines and other valuable information and it would be good for you to see that as we proceed.

If you could do us a huge favor and post something about our meeting today and tag us, this would allow your friends to contact us directly, should they want to learn more about home financing.”

Cash Flow Models:

Clients for Life

	<u>MLO</u>	<u>Agent</u>
Loyalty Cycle:	5 years	5 years
Future Business During Cycle	4 loans	4 transactions
My Income Per Transaction	\$3,500	\$12,400
Value for the Period	\$14,000	\$49,600
Number of Loyal Clients	500	200
Value for the 5 Years	\$7,000,000	\$9,920,000

Agents for Life

	<u>Agent to MLO</u>	<u>MLO to Agent</u>
Loyalty Cycle:	5 years	5 years
Future Business During Cycle	100 loans	40
My Income Per Loan	\$3,500	\$12,400
Value for the Period	\$350,000	\$496,000
Number of Loyal Clients	20	10
Value for the 5 Years	\$5,000,000	\$4,960,000

The Annual Client Review

1. Have there been any significant changes in your employment or income in the last 12 months, or do you expect any in the near future?
2. Have there been any significant changes in your savings, checking, investment, or other asset balances in the last 12 months, or do you expect any in the near future?
3. Have you incurred any new debt that will remain open for more than 10 months? Have you paid off any existing debt in the last 12 months?
4. Have there been any changes in your family size in the last 12 months? Do you anticipate any in the future?
5. What are your real estate goals and dreams: In the next 3-5 years? In the next 5-10 years? Ten years plus?
6. On a scale of 1-10, with 10 being best, how would you rate your relationship with your:
 - Accountant
 - Lawyers
 - Financial Planner
 - Insurance Agents
 - Real Estate Professionals
 - Banker

“

Just did the 2020 review. We referred \$1.3 million in commissions to our Referral Partners last year. Thank you for teaching me the Annual Client Review

- Wally Elibiary

”

PRINCIPLE #3

PLAYBOOK



Principle #3 Playbook: Emotional Connection Deepens Trust and Accelerates Relationship.

Emotional connection is the #1 driver of a great consumer experience.

Business professionals that master this art will often increase their margins by more than 26% and their sales by 85%. Remarkable improvements are achieved by focusing on the relationship and keeping humanity front and center of the transaction.

One of the most important things to consider is the relationship between trust and tension. Emotional connection accelerates trust. When this happens, trust pushes tension out of the equation. Low or no emotional connection accelerates tension. When this happens, tension pushes trust out of the equation and it's nearly impossible to move forward when that occurs.

Assessment #1: With whom are you doing business, and chemistry is not at Level 10?

Would having a deeper conversation with that person likely improve the chemistry? If not, politely end the relationship. _____

If there is not chemistry, there will be no connection. Two people have to like each other to fully functional business partnership. Going forward, make this assessment as early as you can in any relationship to avoid having to go through the pain of ending it when it should probably not have begun in the first place.

Define the nature of the conversations you have with yourself when you begin to think about improving one of the key areas outlined in Playbook #1? _____

Principle #3 Playbook: Emotional Connection Deepens Trust and Accelerates Relationship.

Assessment #2: How are you doing in having deep conversations? How are you doing in collaborating as the relationship deepens? If you were to rate yourself with 10 being best, what score would you give yourself on:

- Asking deep and unique questions?
- Isolating points of opportunity as a result of those questions?
- Effectively showing/demonstrating how you can add value based on those opportunities?
- Listening in deep and curious ways to how you can the other person win?

Collaboration is the art of going deep on things that the other party values. Someone could want from you good communication. That's a need. Collaboration would be how each party could come up with unique ways to make communication as effective and timely as possible.

How can you personally do a better job collaborating? _____

Assessment #3: When it comes to resolving conflicts, are you comfortable and confident in your “voice”?

Conflict resolution is a very positive relationship management tool. Whenever two parties have different points of view about the same thing, neither person is right or wrong – but just different. The key is to speak your voice.

- If something bothers you about a relationship, talk about it. Balance the tone with importance and reason but avoid making the other person bad or wrong.
- Placing boundaries on people is one of the most important skill sets you learn. The goal of a boundary is to make the relationship more functional.
- Commit to having the hard conversations early. When delayed, hard conversations become harder!
- Whatever you say, say it with love!