

# IRREFUTABLE

THE 10-WEEK COACHING SERIES WITH TODD DUNCAN

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**PRINCIPLE #4: COMPETENCE LEADS TO CONFIDENCE;  
CONFIDENCE LEADS TO CONSISTENCY.**

MAKE MORE  
MONEY IN  
LESS TIME  
WITH LESS STRESS

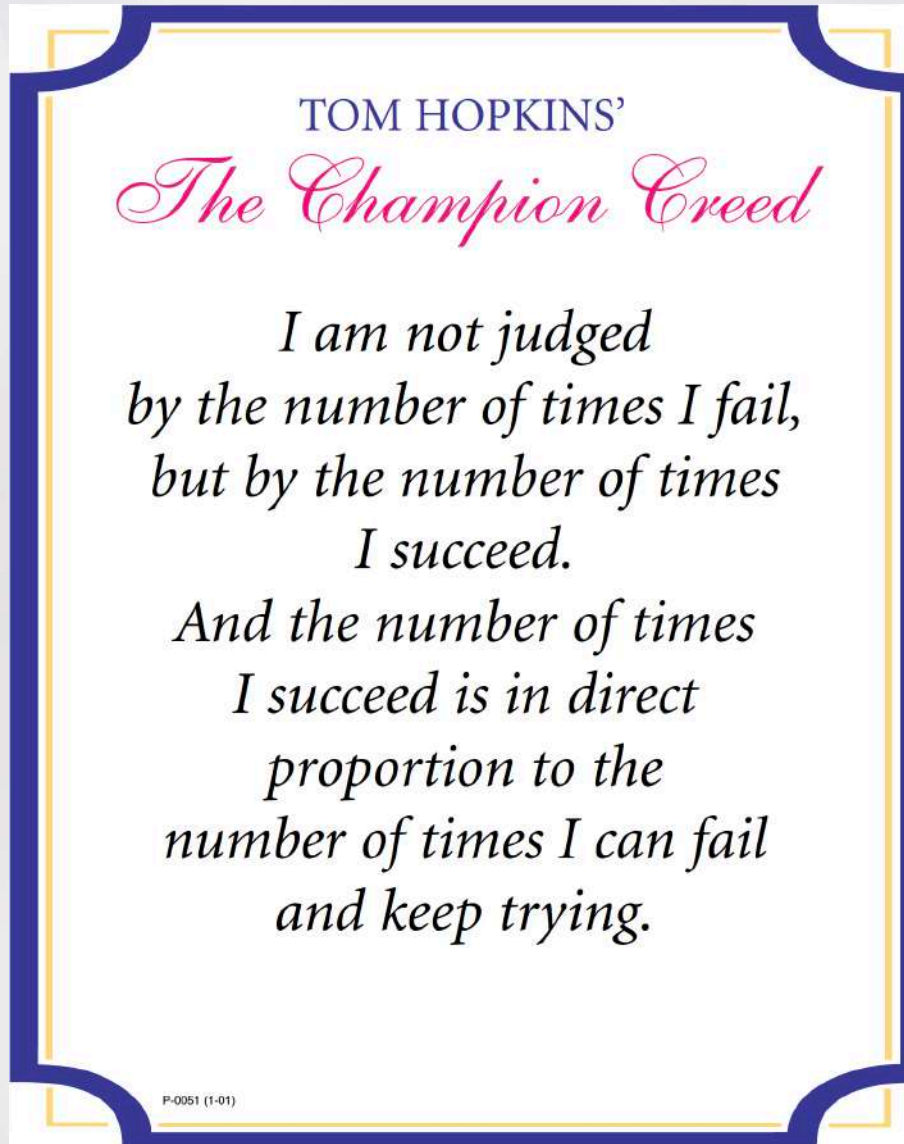


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2021  
TODD DUNCAN

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

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



**PRINCIPLE #4: COMPETENCE LEADS TO CONFIDENCE;  
CONFIDENCE LEADS TO CONSISTENCY**

**Centering Thought:** If you don't \_\_\_\_\_ more than you \_\_\_\_\_, when you play you will look like you haven't practiced.



- Do you have trouble approaching and making prospecting calls?
- Do you have a firmly imprinted sales process in your mind that leads any prospect from inaction to action and allows him or her to naturally and enthusiastically say “Yes” when you ask for an appointment or business?
- Do you have trouble using the phone to effectively set appointments?
- Do you have challenges maintaining control of appointments?
- When you make a call, are you thinking revenue (commissions) or relationship (mega commissions)?
- During the presentation phase of an appointment, do you know in advance what you are going to say, or do you tend to wing it?
- When you get an objection, do you know precisely how to respond?
- When someone says “No,” do you know how to turn that prospect into a transition client who in the next thirty to 365 days will become a client for life?
- When someone says “Yes,” do you have a retention system so you can continue to add value to him or her as the relationship grows?
- When someone asks you, “What is your rate on...?” do you freeze up and fumble with your words?
- Are you confident in how you sell? If so, in what is your confidence?

**Teaching Point #1:** \_\_\_\_\_ is a \_\_\_\_\_.

“

Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion: The potential for greatness lives within each of us!”

”

- Wilma Rudolph

**Teaching Point #2:** \_\_\_\_\_ is the start of greatness.

“

Whether you believe you can do a thing or not, you are right!

- Henry Ford

”

Those people whose aim is always low generally hit what they shoot at: they aim for nothing and hit it. Life need not be lived that way. I believe that one of the most powerful forces in the world is the will of the man who believes in himself, who dares to aim high, to go confidently after the things he wants in life.

“I Can!” It’s a powerful sentence: I can. It is amazing how many people can use that sentence realistically. For the overwhelming majority of people, that sentence can be a true one. It works. People can do what they believe they can do. Apart from the few people in the world who are deluded in a psychotic sense, the gap between what a man thinks he can achieve and what is actually possible to him is very, very small. But first he must believe that he can.”

Teaching Point #3: \_\_\_\_\_ leads to \_\_\_\_\_.

“

The better you get at business the better business will get for you!

”

- Todd Duncan

**Compounding is Key**

What would happen if you got 1% better per week in converting borrower prospects to closed loans? Sellers to contract? Buyers to purchase contracts?

TODD DUNCAN'S  
**HIGH TRUST COACHING™**

## What If?

WHAT IF.....			
Current Pre-Qual to Application Rate (%)	17%	Improve your conversion rate by	20%

THEN....			
Current		New	
Daily Units	0.58	Daily Units	1.25
Monthly Units \$	12.47	Monthly Units	\$ 27.13
<b>Monthly Income \$</b>	<b>\$ 31,164.38</b>	<b>Monthly Income</b>	<b>\$ 67,828.36</b>

Improving your conversion rate by 20% will increase your monthly income by **\$ 36,663.98**

AND....	
If I invest ALL of that, at a rate of (compounded annually)	6%
After 5 years, I will have	\$ 2,529,203.88
After 10 years, I will have	\$ 5,864,784.54

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# Mortgage Professional Questionnaire:

## *Skill Level Assessment:*

*Please rate yourself on a scale of 1 to 10 (10 being the highest) your level of skill in the following areas:*

<b>Skill</b>	<b>Score</b>
1. Personal Influence Skills	
2. Time Planning and Time Blocking	
3. Account and Relationship Management	
• Diversifying and Targeting Their Market	
• Approaching and Appointment Setting	
• High Trust Interviewing	
• Solution Management in the Marketplace	
• Asking for the Business	
• Engaging Relationships — Getting More from Less	
4. Strategic Planning with Referral Partners	
5. Dollar Productive Behavior	
6. Building Business Efficiency	
7. Contact Management Prior to Contract	
8. Developing Phone Skills	
9. Designing and Memorizing Scripts	
10. Managing Objections	
11. Building Customers for Life	
12. Cross-Selling for Adding Value — Product Skills Training	
13. Lead Generation	
• Open Houses	
• Marketing	
• Partnership Planning	
• Friday Pump-Up	

### GRADE KEY

A - Exceptional 230 – 205	B - Good 205 – 180	D-Average 180-155	E-Needs Improvement <155
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## Real Estate Professional Questionnaire:

### *Skill Level Assessment:*

Please rate yourself on a scale of 1 to 10 (10 being the highest) your level of skill in the following areas:

Skill	Score	Skill	Score
Obtaining a face-to-face meeting with prospective sellers		Converting a listing shopper to a listing agreement without lowering your commissions	
Delivering and closing listing presentation		Getting buyers/sellers to perceive you as a Trusted Advisor	
Determining the right Listing Price		Building long-term relationships with Sellers/Buyers	
Gaining agreement from sellers on the right Listing Price		Building a long-term relationship with a Lending Partner	
Obtaining a face-to-face meeting with prospective buyers		Engaging prospective Sellers in a High Trust Interview	
Obtaining Buyer's Agent Agreements with buyers you're working with		Engaging prospective Buyers in a High Trust Interview	
Ability to Pre-Qualify a buyer before showing property		Doing an annual real estate review with your customer base	
Confidence in asking for the business		Balancing work life with family or personal life	
Engaging in partnership planning sessions with your Lending Partner on a regular basis		Developing affinity referral sources	
Obtaining leads or referrals from your Lending Partner		Knowing your referral sources' visions and business plans	
Engaging in long-term Real Estate planning with your sellers/buyers		Using technology to make your business more efficient	



# PRINCIPLE #4

# PLAYBOOK



## Principle #4 Playbook: Competence Leads To Confidence; Confidence Leads To Consistency.

Based on this Principle, you need to analyze every area at which you are not yet competent, and that competency in that skill set is mandatory for you to achieve your God given Greatness.

Complete the appropriate skill assessment in this Playbook. One is for Agents and one is for the Mortgage Professional. Go through and give yourself an honest assessment. It doesn't matter how many areas there are where your skills could improve, and your confidence could grow. It does matter that you know the ones that impact your success the most and that you develop a game plan to improve your confidence in that skill.

List your top 5 that you need to improve in and gain confidence. We are going for greatness here. So, if you are the one to do the thing, and you're not at Level 10, you need to get after it.

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

## Principle #4 Playbook: Competence Leads To Confidence; Confidence Leads To Consistency.

From the Assessment, list the 5 that you are doing, that you should not get good at but rather, delegate it to a team member.

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

The highest paid Agents and Lenders do 3-5 things every day and the rest are delegated to automation or a person on your team.

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