

MAGICAL MAKEOVERS OF TRAGIC PHRASES



WHAT ARE TRAGIC PHRASES AND WORDS?



They are phrases and words that:

- Imply a lack of action or responsibility
- Are impersonal
- Are vague or unclear
- Creates a distance between you and the customer
- Creates uneasiness
- Use inappropriate slang

EXAMPLES OF SUBTLE TRAGIC WORDS AND PHRASES

TRAGIC Phrases	Implied Messages
"As soon as possible"	"When I get around to it"
"I'll try"	"Not sure I can do it"
"The truth is..."	"I probably shouldn't tell you this"
"To be honest..."	"I was lying up until now"
"Hopefully"	"Who really knows?"
"Maybe" or "Possible"	"I really have no idea"



OTHER EXAMPLES OF TRAGIC LANGUAGE

THE WORD "WE"

The word "we" in a conversation with a customer can sound vague. It can leave the customer wondering "Who" will take action and who to call for follow-up. It can also sound like you want little or nothing to do with the issue.

SLANGS

These are words and phrases that are regarded as very informal.

Examples include:

- > Yeah
- > Gotcha'
- > You betcha'
- > Awesome
- > You feel me?



JARGONS AND ACRONYMS

Commonly used acronyms that customers may find difficult to understand:

- MX - Mortgage Express
- DTI - Debt to Income
- LTV - Loan to Value
- CD - Closing Disclosure
- LE - Loan Estimate

If you catch yourself using an acronym, make sure you explain the meaning behind it. When in doubt, use simpler language!

TURNING TRAGIC TO MAGIC



Be assertive that you want to assist.

Let your customers know that you are there to assist in any way you can and be sincere about it.

Put the relationship first.

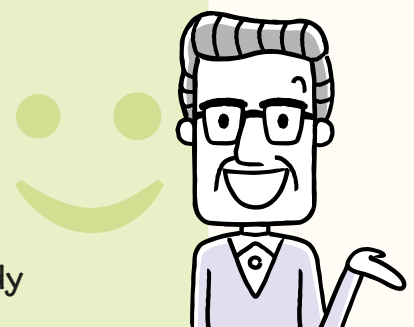
Build a connection by empathizing with the customer's experience of the situation.



Here are a few MAGIC phrases you should use to show the customer your willingness to help.

- "I can help you with that right now"
- "I can look into that for you"
- "I will take care of that for you"
- "I'd be glad to help you"
- "I'd be happy to research that"

These phrases let the other person know that you are on the same page and are ready



Rephrasing TRAGIC words to MAGIC words will uplift your conversations with the customer and help you make a more professional and positive impression.

Exploring Impacts of Negative Customer Experiences

Did you know?

Customers can make a decision about you, your department and your company from just **one contact**.



Impacts of Negative Customer Experiences

5x
Costs

It can **cost five times** as much to obtain a new customer as it does to retain an existing one. Depending on the industry, that ratio **can run as high as 20:1!**

2/3

Nearly **two-thirds** of customers said they would stop using a company if they had **one bad experience**.

68%

According to a CEO survey, 68% people stop doing business with a company because they received **an attitude of indifference** from someone representing the company.

20x

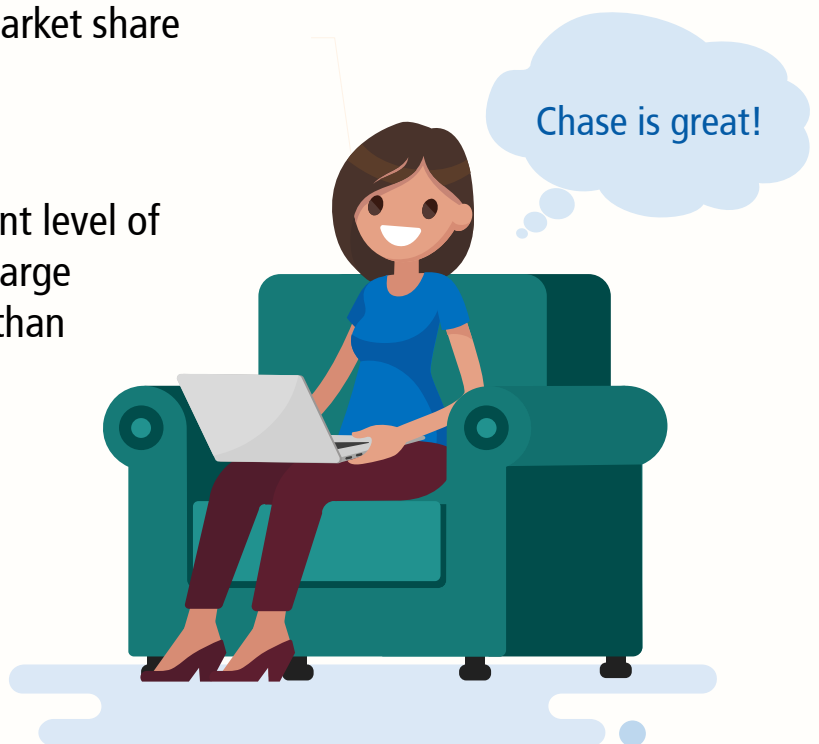
Personal interaction over the phone can have **twenty times** the impact of ads in terms of shaping customers' opinions and generating referrals.

6%
Gain

Businesses with a consistent level of high-quality service gain market share at a rate of 6% a year.

10%
More

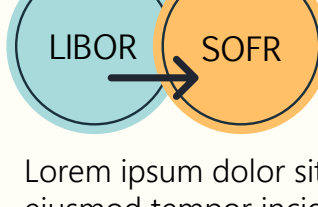
Businesses with a consistent level of high quality service can charge approximately 10% more than competitors.



Ask Yourself

"Is the experience I am providing on the home loan earning us the **opportunity to do more business** with this customer?"

What's an ARM? How to sell an ARM?



Transition of LIBOR to SOFR- What's the Impact?

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What is an ARM?

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Sample Script

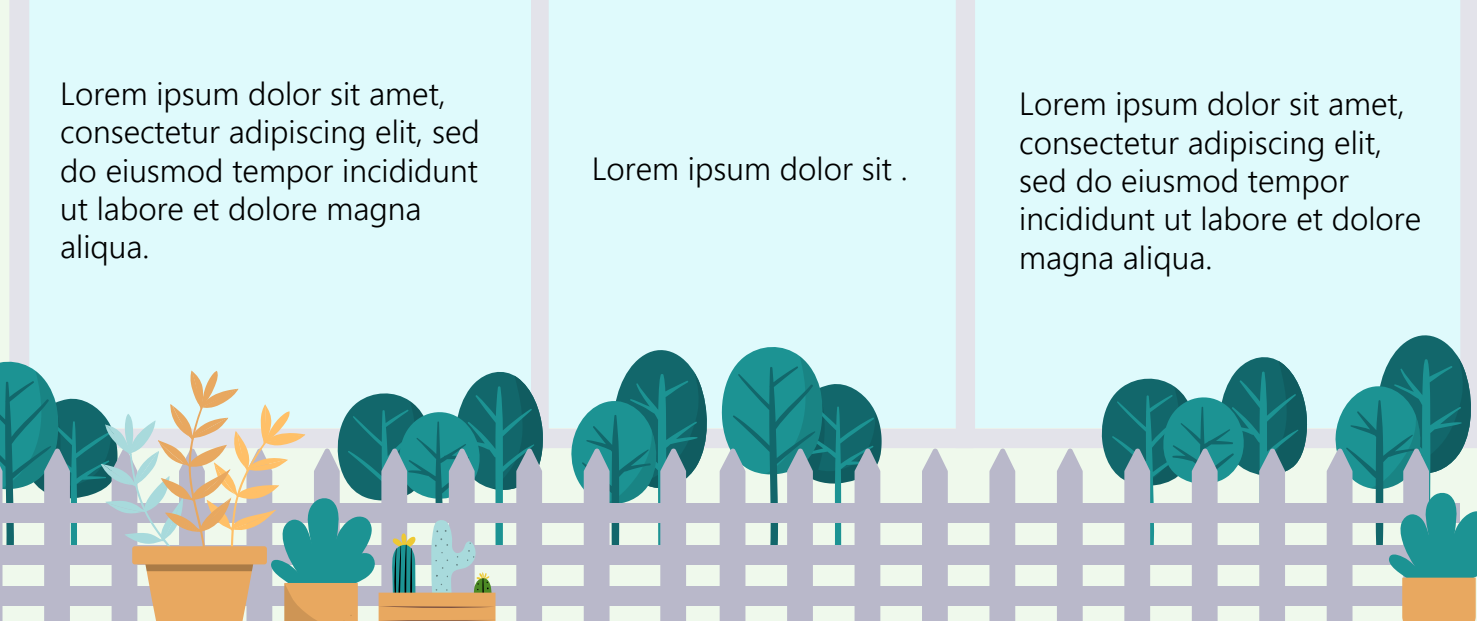
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Things to look out for:

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How to pitch an ARM?



Scenario: Sales Call for a Traditional ARM Customer

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Sample verbiage HLA can use at this point:

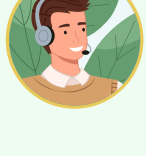


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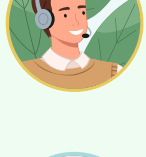
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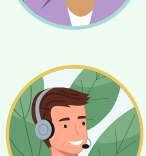
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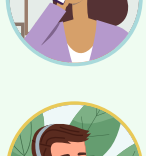
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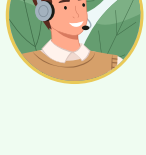
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Client:
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