

FACT SHEET

Professional Development Session

What is Your Product & How to Make Borrowers Buy It



The National Finance Institute



This professional development session must be combined with others to create a customised half-day session.

What does the course cover?

If you're like most mortgage brokers, you probably started on "Day One" in business by organising accreditations, insurances and systems. Next, you began marketing your services without truly understanding the 'product' you were offering. A great knowledge of your product can be directly linked to your long-term profitability, so it might be worth refocusing on your product and making any necessary enhancements.

This session will take you through the fundamentals of developing a 'service product', while considering the product elements that provide additional value to your clients.

Your eyes will be opened to innovative ways of enhancing your customer's mortgage experience by establishing a benefits-packed product. It will force you to adopt a 'think customers' approach when developing your service package.

- How to sell the entire product offering as a bundle of benefits
- Discover what makes a great 'product'
- Learn how to fine tune your product offering to match your target market
- How to develop add-on services that create high perceived value.

Are there any CPD points available for this session?

This session has been designed to contribute toward the Mortgage Industry Association of Australia's (MIAA) continuing professional development (CPD) requirements. The CPD points allocated, for each session may vary according to the level of technical knowledge involved. As an indication, mortgage industry related educational workshops are allocated 3 points per day or 1.5 points per session. However, these courses shouldn't be considered a 'point accumulation exercise', but rather a means to create a competitive edge over your rivals.

What happens if I attend, but don't gain any benefit?

If you attend an NFI professional development course and for any reason it does not prove to be an experience that can help you establish, or greatly improve, your career as a mortgage professional, you will receive a 100% refund upon request at the completion of the course. We make this guarantee because we believe 100% in the results our courses deliver.

Who has this session been developed for?

This session has been developed for new and experienced mortgage brokers. It is also particularly relevant to managers and support staff of aggregation, franchise and other large mortgage companies.

How long will this course take to complete?

This session is one hour duration. It is to be combined with other available sessions to make a half-day training course.

When are the courses scheduled?

Courses can be conducted to suit your schedule. We can arrange a venue or it can be held at your training room. We require 20 participants to conduct a course.

What materials/equipment do I need?

A workbook is supplied at the commencement of the course. You only need to bring a pen.

How much does a professional development course cost?

Prices range from \$115 to \$225 per person.

What will I receive?

You will receive a course workbook and Certificate of Attendance.

When does the course start and finish each day?

Courses generally start at either 9am or 1pm, depending on the time constraints of the group.

What should I wear to the training and what arrangements are there for lunch?

Smart casual is expected as a minimum dress standard by all students. You are responsible for organising your own lunch unless notified otherwise.

How do I arrange a course?

Please call Client Services on 1300 765 400 – we'd be delighted to hear from you.

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1300 765 400

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07 3822 6003

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Version 220904