



Presents....

Chip Cummings, CMC



With over 20 years and more than a billion dollars in loan originations under his belt, Chip knows what it takes to find and keep customers - and now shares his formula for success. As an international trainer and speaker, he has helped thousands of originators accelerate their own growth and success – and have fun doing it! Here are some of the energizing and educational programs available to make your event a success (*custom presentations also available*):

e-Marketing: Playing To Win!

Remember life before the Internet? Now imagine life without it! Technology plays an important role in every aspect of our business. The problem is most people aren't sure how to harness the power at their fingertips! Now you can learn some simple, easy-to-implement strategies that have created top producers almost overnight. Don't just play the game – play to win!

- 6 Rules for creating an effective website and personal webpage
- Understanding the secrets of the search engines
- How to capture, convert and retain customers through technology marketing
- Creating customer traffic - in quantity and quality
- Using autoresponders, e-zines, pop-ups and other Internet strategies
- Compliance issues – how to stay out of hot water!

Stop Selling & Start Listening! – Marketing Strategies That Create Top Producers

Are you listening to what your clients REALLY want? Discover the formula that the pros use to drive in a constant flow of qualified customers. Answer the three critical questions every client wants to know, and apply seven key strategies to transform, automate, and explode your business!

- Learn the “Rules of Marketing” and discover the magic of the “Marketing Map”
- Create immediate “Personal Value” that keep clients pouring in
- Capturing the 3 basic customer groups through simple technology strategies
- Define your “UVP” and your “Market Identity” – before someone else does!

Creating the Ideal Customer

What if you could make a mold of the perfect customer? Discover how to search, find and *duplicate* the ideal customer, and then have them work for you for free. How-to details include:

- Laying the internal foundation for a successful organization
- Developing and implementing systematized customer referral systems
- Targeting and capturing niche markets effectively
- Creating profitable affiliate partnerships
- Simple, inexpensive & effective strategies for reaching and retaining the **RIGHT** customer!

(more)

Mapping Your Road To Success

Most business and sales professionals have a good idea of where they want to go – but lack a detailed map on how to get there! This program teaches you how to develop a “Personal Roadmap to Success” using a proven 7-step process. Stop wandering around aimlessly waiting for success to “happen”, and take the mystery out of how to achieve your goals!

- Discover the 7 steps in developing a winning marketing formula
- Learn how to create a powerful personal laser-targeted profitable marketing strategy
- Enjoying the journey by working smarter – not harder!

What Realtors® REALLY Want!

Trying to break into the agent market? Wonder what goes into a successful Realtor® relationship? Here it from the pros themselves in this program, as we look at how to successfully plan, initiate, and build profitable relationships with the #1 real estate “food-group” – the Realtor®!

- Discover the simple 5-step process for creating “Profitable Partnerships”
- The “Top Ten” do’s and don’ts for building and maintaining Realtor® relationships
- How to anticipate and overcome objections – and why you WANT them!
- How to hire, train, maintain and fire real estate agent affiliate partners

Managing Success From the Inside – Out!

A successful organization is built around its people, but building a winning team doesn’t happen by accident. Learn the secrets of how to successfully coach your internal players to perform better, play stronger and act like a team – all while putting the fun back into management.

- The 7 steps for coaching your internal team for external success
- How to attract, recruit and retain “key” team members
- Avoiding the 4 deadly management mistakes
- Internal marketing strategies that convert efficiency into effectiveness

Breaking The Boundaries of Success! (Keynote Presentation)

Success is available to anyone! The limitations that prevent you from achieving your dreams are self imposed. Discover how to “break through” personal barriers in this fun and entertaining look at the road less traveled – the road to Success!

All break-out programs can be adapted and presented in a 1 to 2 hour, ½-day or full-day format

Call Today for Availability, Pricing, and Further Information:

Chip Cummings Unlimited!
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