

SECRETS OF SUCCESS.



PRIMIS.
MORTGAGE NETWORK

- 1** **KEEP A DAILY FOCUS.**
Measure your progress against your targets daily. This way you don't get a negative surprise at the end of the month. You can do something about it and be proactive!
- 2** **SURROUND YOURSELF WITH BRIGHT PEOPLE.**
Make sure you are around people who challenge you intellectually.
- 3** **DATA IS CURRENCY.**
It will help you manage your client bank effectively and efficiently. Cleanse it and protect it, making sure it is compliant.
- 4** **KNOW YOUR CLIENTS.**
Know who they are, their family, when you last saw them, if they have life-changing events happening.
- 5** **ASK FOR REVIEWS.**
Client feedback is like gold dust. It builds credibility and trust for your business. Get permission from clients to share their reviews, highlight your successes!
- 6** **INVEST IN YOUR WEBSITE.**
It's your shop window for your clients to peer into. Make sure it's branded, professional and makes it easy for clients to contact you.
- 7** **CONSISTENCY IS KEY.**
If you have business accounts on social media, make sure you're posting every week.
- 8** **EMBRACE TECHNOLOGY.**
Don't let your business get left behind. Streamline your process and make your business more efficient.
- 9** **MAP OUT YOUR TOUCHPOINTS.**
Make sure that whenever you interact with clients that you're on brand and processes are easy for your clients.
- 10** **RECOGNISE AND REWARD SUCCESS.**
Whether it's a good client review or completing a complex case, make sure you celebrate your successes!



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