



XINNIX[®]

THE ACADEMY OF EXCELLENCE.

**The standard in sales and
leadership performance**



THE RIGHT TRAINING PARTNER MATTERS

Established in 2002, XINNIX has grown to be the nation's premier sales and leadership performance company serving the mortgage industry. We energize and transform individuals, teams, and organizations to elevate their thinking, accelerate their performance and experience incredible results.

We believe that performance excellence drives results. Our proven methodology within THE XINNIX SYSTEM™ of Training, Accountability, and Coaching combines key components into an extraordinary learning experience. We bring exceptionalism to our industry. We are different. Your success is the only way we measure our success.



SALES TRAINING PROGRAMS

XINNIX Sales Performance Training programs aim to shift the way a sales team thinks — allowing individuals to increase revenue, improve margin and influence other important KPIs. We focus on enhancing sales professionals' selling skills and boosting their confidence through a reimagined sales process. Build excellence in your sales team's performance with our modern approach to sales training.

Equipping experienced loan officers with sales and marketing strategies and tactical solutions to grow purchase production in any market.

For experienced mortgage loan officers.

EDGE™



Enabling experienced Loan Officers with incredible potential to create an explosive pipeline of business through high-intensity training and accountability.

For experienced mortgage loan officers.

IGNITE™



Empowering top Loan Officers to accelerate their success with proven key strategies of high performers.

For top-producing mortgage loan officers.

ELITE™



The most comprehensive and nationally-acclaimed program for new loan officers entering the mortgage industry.

For new mortgage loan officers.

ORIGINATOR™



The most comprehensive training program for Consumer Direct and Call Center Loan Officers providing knowledge and proficiency to enter the mortgage industry quickly.

For consumer direct and call center mortgage loan officers.

**ORIGINATOR
DIRECT™**





Leadership Training Programs

At XINNIX, we've broken down the key behaviors and characteristics that make excellent leaders and managers. Our Performance Specialists and Coaches share these teachings to attract and retain better talent, grow revenue through strategic planning, bridge communication gaps and more. Discover how our long-lasting, impactful executive leadership and sales management Training, Accountability and Coaching make XINNIX the only premier professional development company dedicated to the achievement of excellence in others.

Energizing and equipping mortgage sales managers with the confidence to actively recruit throughout their careers by providing practical strategies and techniques to win the battle for top mortgage talent.

For mortgage industry branch sales managers

**RECRUITING
WORKSHOP™**



Enabling mortgage managers to guide their sales teams to incredible production through proven leadership strategies, valuable tools, and business management practices.

For mortgage industry branch sales managers

**BUSINESS
DEVELOPMENT
WORKSHOP™**



A holistic approach to the development of leaders is through an experiential learning process building a leadership mindset and skillset for transformational change.

For all levels of leaders, from emerging to mid-level to C-suite

LEADx



Transform your current and future managers with advanced skill training in how to succeed with day-to-day decision-making, planning for team success, team building, and motivating for next-level productivity of their team.

For all levels of sales managers

MANAGEx





Operations Training Programs

At XINNIX, we've broken down the key behaviors and characteristics that make excellent leaders and managers. Our Performance Specialists and Coaches share these teachings to attract and retain better talent, grow revenue through strategic planning, bridge communication gaps and more. Discover how our long-lasting, impactful executive leadership and sales management Training, Accountability and Coaching make XINNIX the only premier professional development company dedicated to the achievement of excellence in others.

Equipping new operations mortgage professionals with a strong foundation, skills, and knowledge to assimilate into roles supporting sales quickly and efficiently.

For new mortgage operations professionals.

SOAR™



The most comprehensive training program for new loan officer assistants provides knowledge and proficiency to enter the mortgage industry quickly.

For new mortgage loan officer assistants.

**ORIGINATOR
ASSIST™**



The most comprehensive training program for Senior Processors to take their career to the next level as a mortgage Junior Underwriter.

For Senior Mortgage Loan Processors.

ASCEND™





REINFORCEMENT PROGRAMS

REINFORCEx™

A bundled solution of four Reinforcements to maximize consistent performance with ongoing learning sessions designed to solidify program habits, recharge learnings and fortify best practices. Includes ENERGIZE, BOOST, PRACTICE, and ADVISE solutions.

ENERGIZE™

Monthly Classes on Current Topics

BOOST™

Monthly Motivation Videos

PRACTICE™

Quarterly skills practice sessions focusing on best practices and examples.

ADVISE™

Coaching hours are open to students throughout the duration of a XINNIX Performance Program engagement.

COACHx™

Six and 12-month squadron performance coaching to fuel an energized community to drive transformational change in their business and next-level performance.





ENHANCEMENT SOLUTIONS

EXPLOREx™

Two powerful tools combine to provide a starting point for every company's journey to becoming more successful. These tools help companies pinpoint gaps and gain valuable insight into the impact the company culture is having on the team.

ENGAGEx™

Create a more effective and collaborative workforce with the Extended DISC(r) Assessment combined with XINNIX training. Assessments provide insights that paired with training help teams and companies understand and apply results to communicate, lead, manage, and sell more effectively.

POWERFUL PRESENTATIONS

There's an art and science behind effective presentations and mastering them is key to growing a business. Uncover the keys to conducting a powerful sales meeting presentation to capture more business and gain more confidence needed to make impactful connections.

LINKEDIN FOR SALES PROFESSIONALS

Empowering sales professionals to develop a powerful social media presence that spurs immediate long-term growth.

LEAD CONVERSION

Equipping sales professionals with a proven sales process and precise techniques to dramatically increase lead conversion.

THE COMPLETE LOAN APPLICATION™

Setting the stage for success through a focus on application quality.

FHA MORTGAGE MASTER CLASS™

Provides all the foundational knowledge a mortgage professional needs to know to master an understanding of current guidelines, calculations, and ideal customers for the FHA mortgage lending product.

POWER™

Enhancing communication and partnership between sales and their admin teams.

WHAT WE DO?

"Our mission is to transform every life we touch, and we take that very seriously. At XINNIX, we energize people and elevate results both personally and professionally. When you work with us, you are partnering with an organization that truly cares and has only one focus - your ultimate success. We will not stop until we help you achieve all the success you've dreamed of."

Casey Cunningham
CEO and Founder, XINNIX, Inc.

Culture is at the Core of XINNIX

XINNIX is dedicated to building a culture of excellence. It is at the heart of who we are. The XINNIX culture has created an environment where people are valued, heard, inspired, and most importantly, committed to energizing and serving others.