



Marketing Accountability Form

Prospecting

Time spent prospecting:

Time spent marketing:

Results:

Based on today's results, do you need to do more prospecting or marketing tomorrow?

Please answer

What calls to action does your marketing contain?

Have you identified at least 2 areas of "pain" that your prospects endure? (*How did you discover this? Is this an assumption, or authentic research?*)

Do all of your prospects and referral partners receive consistent, value added follow-up?

Have you automated your follow-up efforts to maximize efficiency?

Please list (*Spend no more than 10 seconds considering this question before answering*) at least 2 major differentiators in your marketing and sales efforts that make you stand out. (*"Good service" and "I have a lot of experience" don't count – Everyone makes those claims, and they add zero value unless you can demonstrate*)

Great job finishing the Accountability form! Now spend some time reviewing your answers to see what you can learn from them. A great loan officer is honest with him/herself and will quickly notice areas of concern that need some attention.

If you're ready for additional help in launching your career despite a "down market" then head on over to www.loanofficermarketinglab.com – It's worth the trip!