



Kelly Resendez

Speaker | Best Selling Author | Mortgage Executive

Helping Others Create Sustainability In Business and Sales

INTRODUCTION

How would your team or audience like to wake up each morning free from worry – confident that all the pieces are in place for their continued success? How would they like to create a business they love and find joy doing it? The potential for greatness is in all of us but too often people settle for mediocrity.

Kelly provides the mindset, strategies, and concrete framework needed to succeed. Using wisdom from her career as a mortgage executive, top producer, and business strategist, Kelly provides concrete frameworks and practical strategies to succeed in the real estate and mortgage business.

KEY NOTES



Overview of the Foundation to Sustainable Success System

We will dive into all 3 levels of the FTSS system: “Who they are Being”, “the Plan”, and “Executing”. Your team or audience will walk away with a solid plan to create sustainable success for their future. We will cover developing a Referral Efficiency Rate and identifying lead funnels so that they can improve both client acquisition and conversion rates.



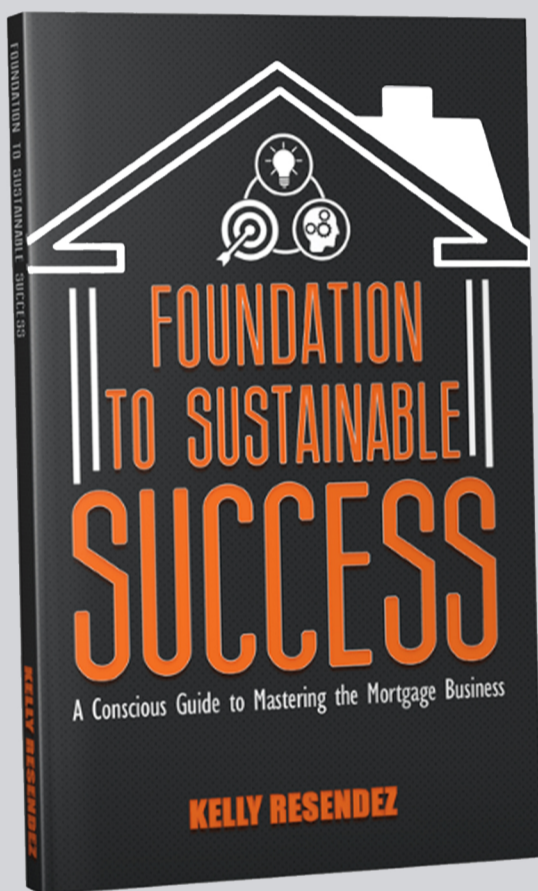
Buliding a Success Mindset and Unstoppable Habits

Mindset may be the largest component in determining success. They will understand more about the science of success and leave with a solid plan to change how they view life and their business. We will also cover the power of habits and how they can develop new habits that are known to increase both success and conversions.



Moving from Intention to Action: Reduce Self-Sabotage and increase Success

Many people don't achieve what they want or have the business they envision because they self-sabotage their own success. We will help them identify their preferred method of sabotage and come up with a long term plan to overcome it. This will help them choose discipline over motivation and ensure they are mindful of their own role in not achieving what they want. This will ultimately set them up to achieve results they may have not experienced before.



CONNECT WITH KELLY

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