

multi-purpose,
multi-platform
learning resource
for
Mortgage Lenders
and Intermediaries

Multimedia Training Resource: Selling Mortgages and Related Insurance under FSA Regulation

Selling Mortgages is a multi-purpose training resource based on the **practical experience** of lenders and intermediaries, post FSA regulation of the mortgage and general insurance business.

It is designed to be **used at all levels**, from inexperienced counter and call centre staff to qualified mortgage

mortgage interviewers, supervisors, trainers and also head office and other non customer-facing employees.

It can be used both as an interactive **visual aid** to support trainer led courses and for **individual study**.

It can be provided on **CD-ROM** or for online **e-learning** via your intranet.

It can generate **records**, so that you can demonstrate your commitment to the FSA's training and competence requirements.

Selling Mortgages can also be **personalised** to your organisation.

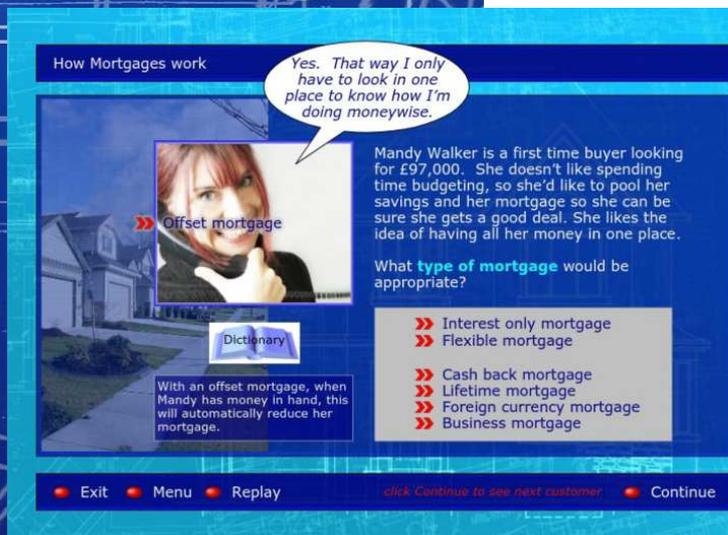
Content

Selling Mortgages is modular with multi-pathway navigation, so that the material can be tailored instantly to a particular group or individual. The key sections are:

- **The Basics**
- **Initial Customer Contact**
- **The Mortgage Interview**
- **Randomised, recordable quizzes**

Key Benefits

- **Realistic:** Video drama of initial customer enquiry and an FSA-compliant mortgage interview
- **Highly interactive:** fifteen multi-part interactive exercises
- **Tested:** two randomised recordable tests, one for mortgage interviewers, one for unqualified counter and contact centre staff
- **Flexible:** multi-user navigation allows use for pre-course work, individual study or to illustrate a trainer-led course
- **Practical:** includes a variety of sales and customer care techniques
- **Detailed:** supported by a dictionary of key terms and principles
- **One-off purchase:** No annual fees or maintenance charges.



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Potential Applications

	The Basics	Initial Contact	Interview	Quiz
Unqualified customer contact staff	✓	✓		✓
Mortgage Interviewers, Supervisors	✓	✓	✓	✓
Head Office and non-contact staff	✓	✓	✓	✓
Trainers, Compliance	✓	✓	✓	

Flexible Navigation

Selling Mortgages has flexible, multi-pathway navigation, meaning that the material **automatically tailors itself to the audience**.

At the start of the programme we ask users to identify what role they play in the mortgage process.

Once they have done that, a pathway is created. Unqualified staff, for example, are restricted from accessing material that relates to mortgage interviewers only; they also get additional advice on their role and a final quiz reflecting this.

All users have a toolbar at the foot of the page which allows them to exit, go to the main menu, go back to the previous section or replay the current section.



All sections stop once they have been played, waiting for a **Continue** command. This allows trainers complete control. The **Dictionary** lets inexperienced users read a full description of mortgage products,



interest rates, repayment vehicles, etc.

Dictionary

The **Dictionary** is a ten-part resource, linked to the relevant sections of the multimedia and covering:

- FSA Regulation
- Lenders & Intermediaries
- Mortgage types
- Responsible Lending
- Arrears & Repossessions
- Insurance Products
- Charges & APR
- Interest and Repayment Vehicles
- Equity Release



Package Content

Module 1: The Basics

FSA Regulation of Mortgage and General Insurance business (MCOB and ICOB)

What is a Mortgage? Origins, purpose

Lenders and Intermediaries, changes following the Building Societies Act; Advisors and Arrangers

How a Mortgage Works: capital and interest repayment, interest only, repayment vehicles, bridging loans, lifetime mortgages

Mortgage types and Interest deals

Responsible lending: income multiples, loan to value ratio

Arrears and Repossessions: mortgage shortfall, negative equity, sustainable borrowing

Insurance: buildings, contents, payment protection

Charges and APR

Identity and Money Laundering

Complaints

Module 2: Initial Customer Enquiry (includes video drama)

Advice or Information? Who can say what?

How to handle different types of customer

Overcoming objections, making appointments and screening

Scripted questions

Telephone enquiries

The internet and the Distance Marketing Directive

Records and Data Protection

Confirming the interview

Module 3: The Mortgage Interview (includes video drama)

Welcome, agenda and IDD

Advised and non-advised sales

Affordability: explaining income multiples, loan to value, exploring customer circumstances, attitudes to risk

Interview techniques: open questions, active listening, fact— awareness— need— benefit—product

Flexibility and portability

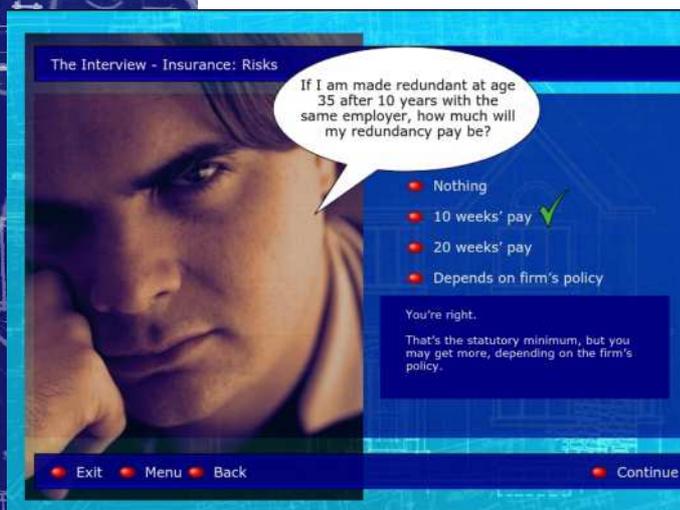
Product Recommendation: FSA requirements— single best-buy product, reflecting customer's situation and interests; rejections, switches between advised / non-advised interviews; records

Pre-Application Disclosure: illustrations, when to provide and to whom

Selling related insurance: disclosure, advised or non-advised interview, the Statement of Demands and Needs, policy summary. Risks customers face.

Techniques for Closing the Sale

Lifetime mortgages



Interactive Exercises

There are **fifteen multi-part interactive exercises** to test users' understanding of the material plus **two recordable tests**, each of 20 questions taken randomly from banks of 50.

The Offer

Selling Mortgages is provided in two versions, either a standard, **generic** package or **personalised** to your business as a mortgage lender or intermediary.

Personalisation can include:

- Title screens and packaging customised with your logo
- Content variations to reflect the nature of your business and marketing policy, relationship with insurers, etc*
- Installation in collaboration with your IT department to generate user records, interface with a Learning Management System, etc.*

* Cost subject to negotiation.

Made-to-Order Video, Multimedia and online e-Learning

If you are looking to have material produced specifically for your organisation on mortgages or other topics such as:

- Money laundering
- Regulation
- Induction
- Product Knowledge
- Understanding Accounts

Who are we?

Enlightenment Productions are award-winning producers, who have been creating multimedia learning materials since 1985. In the financial sector, we have worked for 2 major banks, 4 major insurers and over a dozen building societies and other mortgage lenders.

For more information, please visit us at:

www.financialmultimedia.co.uk

Generic Version:

Single copy, licensed for use at one small location only: **£395 + VAT**

10 copies, licensed for use in organisation with up to 10 branches: **£1595 + VAT**

Personalised Version:

20 copies, personalised and licensed for use in organisation with up to 20 branches: **£2495 + VAT**

50 copies, personalised and licensed for use in organisation with up to 50 branches: **£4995 + VAT**

Other quantities by negotiation

These are **one-off costs**. There are no annual licence or maintenance fees.



we have expertise in scripting and producing, shooting, editing, foreign language versions and multimedia authoring. We will be delighted to give you a competitive quote.

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Interactive Media Project
of the Year, AV Industry
National Awards 2001