



TODD DUNCAN'S HIGH TRUST INTERVIEW

"You can make a living with transactions, but a fortune with RELATIONSHIPS."



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I'm going to make a bold statement:

“TRUST is the single most important factor in getting a Yes, No, or Maybe in ANY sales conversation.”

The higher the trust, the faster the sale, and the better the relationship. When you have connected, high trust conversations, there will always be less sensitivity to price and increased referrals and loyalty.

It's the truth! And something I've mastered and experienced incredible success with throughout my 30-year career as a sales professional, speaker, and bestselling author.

And I'm excited to share it with you so you can achieve the same life-changing results.

This guide will give you the exact questions and flow to follow to feel confident, clear, and excited about speaking to your prospects, and converting them into long-term relationships.

I promise...if you MASTER the High Trust Interview you will have impactful success in your business and it will change your life!

Wishing you success,



THE HIGH TRUST INTERVIEW: STEP 1

These questions are shown as a conversation between a Mortgage Lender and a Real Estate Agent, but can be used to build trust with any audience including; borrowers, potential recruits, and even current team members. You don't have to ask them all in one sitting. Think of them as a continuous flow of questions that deepens your relationship over time.

A High-Impact Opening

- 1 An appreciation for the prospect's time.
- 2 A statement of impact that uniquely sets you apart from your competition and foreshadows the value that the conversation will hold.
- 3 A quick transition to the questioning process.

FOR EXAMPLE

Talking with a Borrower:

"Mr and Mrs Johnson, I know your time is super important to you. As we get started, a lot of people think I'm in the business of doing home loans. I really don't look at it that way. As a Home Loan Strategist, I'm helping you create, perhaps, the largest debt of your life and different than most lenders, I feel I have a professional responsibility to help you manage that debt."

"I see my primary role as helping you integrate the mortgage loan we select into your overall long and short-term financial and investment goals and your payment, equity and cash-flow objectives. With that in mind, help me understand WHAT'S IMPORTANT ABOUT THIS HOME LOAN, TO YOU?"

FOR EXAMPLE

Talking with a Real Estate Agent:

"Debbie, I want to thank you for giving me the time today to meet with you. Karen (Referrer) felt that our time together would be extremely beneficial."

"Debbie, a lot of Realtors think I am in the business of doing mortgage loans. I don't see it that way at all. I see my primary role as helping my Realtors become as successful as they choose. I can't do that without knowing what's important about success to them. With that in mind, help me to understand, WHAT'S IMPORTANT ABOUT BEING SUCCESSFUL, TO YOU?"

THE HIGH TRUST INTERVIEW: STEP 2

Ask questions that predictably lead you to your prospects' greatest values as they consider life, business, and a relationship with you. Thoroughly understand the prospect's values and buying strategy. Show the prospect how you can deliver on those values with your solutions and strategies.

Your prospects make a positive buying decision when they can experience **Values** fulfillment. Your goal is to learn the most important **Core Value** they have in their life and tie your relationship to fulfilling that value.

The question at the end of the above script is,

“With that in mind, help me understand, what’s important about being successful, to you?”

Using “**to you**” and the end of every question drives the answer to more and more EMOTION, which is what you truly want.

You keep on deepening this conversation by using every answer in the same questioning format.

FOR EXAMPLE

If they say “making money”, then the next question is, “What’s important about making money **to you?**”

If they say, “taking care of my family” then the next question is, “What’s important about taking care of your family, **to you?**”

If they say, “Peace of mind”, you now know one of their Core Values.

Listen for **emotional** words like:

Security	Integrity	Freedom
Respect	Fulfillment	Joy
Happiness	Contentment	
Pride	Belonging	
Gratitude	Contribution	

The key is the more you know these **emotional** words, and use them in your conversation, the more connected you will be emotionally, which is crucial for trust and conversion.

This conversation can last 5-15 minutes depending on how deep you want to go.

THE HIGH TRUST INTERVIEW: STEP 3

Highest Value Needs (in order of importance)

Transition from Step 2 - “Now that I understand what’s important about success to you, what do you look for when working with a mortgage professional?”

FOR EXAMPLE

If they tell you Communication is important to them, you want to know how they define that. Ask a question like, “How do you define great communication?” You may want to take 5 minutes to learn all that goes into that, for them.

They might tell you:

1. Honest
2. Timely
3. Weekly Updates
4. No Surprises
5. Bad news fast
6. Return calls within an hour

They have essentially told you what you need to do to SOLVE their need for great communication.

The key to deepening your understanding of what they believe is to learn what’s important about each of these needs. In the High Trust Interview, you want to learn 1-3 needs. This becomes their “Buying Strategy” then you want to unpack them and get as much information as possible.

Relational needs and expectations on which the prospect places the highest value nearly always have to do with **deliverables** and the **expectations**. Learn how prospects expect you to conduct business and maintain the relationship so you can customize a highly attractive buying strategy. Elicit as much information about the need(s) as possible in an efficient and professional manner. Then commit to **meeting** and **exceeding** the needs they have to build stronger loyalty as a result.

Listen for words that express a need:

Communication

Availability

Knowledge

Professionalism

Customer Experience

Scripting

Referrals

Productivity

Marketing

Education

Integrity

Leads

Peace of Mind

**BONUS!
GAME
CHANGING
QUESTIONS
FOR INCREASED
ENGAGEMENT**



- 01 What was it that sparked your interest to become a Realtor?
- 02 What did you do before deciding on real estate?
- 03 How long have you been a Realtor?
- 04 What are some of the goals that you look for in the real estate business to help you achieve?
- 05 How long have you been with this company?

Transition - "I'd like to spend a few minutes learning a little about your business and what you look for in your lending relationships."

- 06 In terms of property sold or listed, or homes built and sold, what has your volume been over the last couple of years?
- 07 How many contacts are you and your team making each day in following up with expired listings, FSBOs, Leads, Previous Clients, Tracking Sheets, Sign-in Sheets, etc.
- 08 What strategies are in place for expanding your business?"
- 09 What business goals do you have that are not yet in place?"
- 10 What business development needs do you have in which I could assist you?"
- 11 What are you doing with your previous buyers in the area of mortgage and real estate planning?
- 12 Tell me about the members of your team.

Transition - "Finally, I'd like to know a little about what you look for in your lenders."

- 13 What lenders are you currently using?
- 14 What is it about them that you like? Dislike?
- 15 If you could improve how lenders work with you, what would they be doing differently?
- 16 What is the most important thing to you in selecting a lender?

This is their Buying Strategy. For every need, you must get as much information as possible and learn the benefit they want to receive when this need is met.

- 17 What else is important to you?
- 18 What else is important to you?
- 19 What else is important to you?
- 20 Is there anything else that is important to you in working with a lender?

PRESENTATION

1. Solve for the 1-3 needs you discovered.
2. Always explain the what, how and why (remember, influence happens at WHY).

CLOSE

Formally ASK for the business.

BONUS! LOST LEADS CONVERSATION

One of the most effective questioning strategies is called “The Lost Leads Conversation”. Use this as a game-changer in advancing your value for an agent or a builder. Here’s the sequence with sample answers:

01 How many transactions did you close last year? (30)

02 How many people did you have to talk with to close 30 transactions? (300)

03 Do you think any of the 270 that did not use you might have if you had a world-class follow-up program? (yes)

04 What percentage would you guess... being conservative? (10% or 27)

05 How much do you make per closed escrow? (\$12,000)

06 So that means that you are leaving \$324,000 a year on the table. Would you like to do something about that?

Now the job is to connect your cross-selling strategies and make sure as the lender, you are helping the client earn that money every year by helping them connect and convert as many of the 270 in this example as possible.

Congratulations!

TESTIMONIALS

“

Using Todd’s High Trust Interview has been a game-changer for my business. It’s given me the confidence to quickly build trust and win relationships with the top real estate agents in my market.”



LISA WILLS
LOAN ORIGINATOR

“

After mastering the High Trust Interview I find that it works to build trust with almost any person including my agent partners, potential new recruits, and even my current team members. Thank you Todd!”



DAN MUNFORD
CERTIFIED MORTGAGE
ADVISOR

“

The High Trust Interview is a must for any salesperson who wants to be in the top 1% of their industry. Without trust, you will not succeed.”



MATT HARRISON
HIGH TRUST COACH

“

Using Todd Duncan’s methodology was the key ingredient that allowed my real estate business grow from \$8M a year to \$40M a year in just 3 years.”



JIM MOORE
REAL ESTATE AGENT

NEXT STEPS

Want help mastering the High Trust Interview?

Contact us at 866-245-2208 or
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Todd Duncan is the founder and CEO of the Todd Duncan Group, the most sought after coaching, training and events company for the top mortgage and sales professionals, a NYT bestselling author with over 17 books, and was a top 1% Loan Originator financing over 5,000 transactions in 12 years.

2022 marks the 20th anniversary of Todd Duncan's NYT Bestselling book "High Trust Selling" and it's his life mission to reach and impact the lives of every mortgage professional in the industry through his proven method of High Trust Selling.

Todd Duncan is a transformative speaker, presenting solutions for the real-life challenges that allow you to walk away with a vision, confidence and a plan to get more out of your business and life!

His mantra is "you can make a living with transactions, but a fortune with RELATIONSHIPS!"

Follow Todd Duncan on YouTube, Instagram, LinkedIn and all the socials at @ToddDuncanOfficial or visit ToddDuncan.com

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