

MORTGAGE MENU SELLING

HELP CLIENTS CHOOSE. NOT JUST QUOTE.

The Mortgage Menu Selling Field Guide. A menu is a decision aid. Six modules to earn the right to present, show the exchange, and end with an informed choice.

01

Interview

02

Prepare

03

Present

04

Objection

05

Decision

06

Practise

Training led by Johnny Suppa · Developed by Johnny Suppa & Danny Cardoso
A BrokerBoost Academy program

HELP CLIENTS CHOOSE, NOT JUST QUOTE.

A good presentation ends with an informed choice, even when the client chooses the bank.

MODULE	WHAT YOU DO
01 • Interview	Earn the right to present.
02 • Prepare	Build the menu around the plan.
03 • Present	Show the exchange.
04 • Objection	When they say “just match it.”
05 • Decision	Recommend. Confirm. Record.
06 • Practise	Train until the words are yours.

THE WALL SCRIPT ASK what matters and what could change. → MIRROR the plan. → VERIFY the offers. → PRICE the difference. → NAME the trade, if one exists. → RECOMMEND and ask for the choice.

- THE STANDARD**
- Never manufacture a trade.
 - Never predict an unknown penalty.
 - Never call a menu “choice” when only one option is suitable.
 - Your confidence comes from knowing the borrower and the contracts, then saying plainly what you recommend.