

March 4, 2009

I was privileged to serve as Vice President, training director for World Savings for over 10 years. In that capacity, I was responsible for the quality of sales training for over 350 loan professionals. The effective training of loan professionals and their managers by World Savings was a high priority as we spared no expense in time and resources in the quest for the best professional sales force in the industry. (The high quality of World's training was evidenced by the significant number of sales professionals who were recruited by other institutions.)

The curriculum focused on the sales process: determining borrower's needs, matching a variety of World's products to those needs and making very sure the borrower's were educated about the features and benefits of all our loan products. At all times, the training emphasized exceptional customer service, the highest of integrity, and insuring the borrower's understood the loan they had chosen.

As most people know, understanding how a mortgage works can be confusing, even for the most educated applicant. Since a home loan usually represents the largest financial transaction in most people's lives, there are many opportunities for confusion and misunderstanding. Our loan professionals were trained and coached to "go the extra mile" in providing numerous examples how their loan functioned and the payment options from which the customer could choose.

All our training and sales materials focused on making sure the borrower knew that World had their interest at heart as World's success was directly dependent on borrowers making their payments.

The content of World's sales training extended far beyond the simple sales skills to mastering basic underwriting and making sure the borrower had the capacity to afford their payments.

In closing, the level of expertise of World's loan professionals was head and shoulders above most others in our industry. I'm proud of having contributed to helping World achieve that lofty level of competence.

Sincerely,

Bill Denyer
Former Vice President and Training Director, 1984 to 1996
World Savings and Loan