



Steve Laing

iChoice Pty Ltd

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Preferred Geographic Location: Anywhere NSW/ACT

To potential mentee's,

Are you looking for a Mentor who has a diverse skill set? Someone who can not just help you in your day to day activities, but also help you grow, diverse and change your skill set throughout your personal and business goals.

The biggest hurdles I see brokers facing in today's world are how to obtain a good lead generation, build referral partnerships, how to diversify their business into other product groups (eg commercial lending, cash flow lending), and how to write commercial credit memorandum.

I am here to support you in diversifying your skill set, achieve past your hurdles and work with you in achieving your set goals. I have worked in the industry for over 14 years and have worked in all of these areas. I have mentored and been a mentee in over 10 positions and have assisted other brokers already around their businesses. My speciality is around business clients and commercial lending.

Personally, I am an International Touch football Referee, Touch football referee Panel/Coach member, play golf, play tennis and enjoy walking my dog Tara. I am a full-time dad that looks after my little girl Emily which we enjoy going to the park and riding the bicycles.

Our key modules include: Business Planning; Lead Generation (Introducer Partnerships); Presenting to clients both business and individual Scripts with particular Questioning Techniques; Objection Handling; Understanding Credit and to present both consumer and business credit papers; Credit Decisioning and access to industry papers through IBIS; Debt Structuring; Product Selection; Negotiating; win/win outcomes; Specialist Lending

Speak to me today on the above details and lets both look at how we can achieve this success.

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