

CMG Mortgage Insurance Company

A Joint Venture between PMI Mortgage Insurance Co. and
CUNA Mutual Insurance Society

CMG MI. More Than MI.



Why You? Communicating Value

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Competing in a Commodity Industry

What other successful people/companies have to share...

What are you really Selling?



Rising Above the Competition

- “Exceeding” Expectations
 - ____ to do business with
 - 2 big member issues: ____ and _____
- Marketing
 - 3 M’s
 - _____ vs. solicitation
- Would you rather be a river or a well?
 - Discover your perfect _____
- Just ____
 - You’ll get valuable _____ and _____
- High ____ *and* High _____
- *Do* sweat the details:
 - _____ everyone
 - Keep your focus on the _____