5 Key Principles: Prepping for the Big Meeting

#1: Think "stepping stone"

From this...

To this...

#2: Not "get the sale"

#3: Know who's there & why

Tim Elkins

2nd

EVP/CIO at PrimeLending

Dallas/Fort Worth Area | Financial Services

Previous   AmericaHomeKey, Inc., BSM Financial, LP, Digital Docs, Inc.

Education   Texas Tech University

Connect   **Send Tim InMail**   ▼

Honors & Awards

Premier 100 IT Leader
ComputerWorld
2013

CIO100 Award Winner
CIO Magazine
June 2013

CIO100 Award Winner
CIO Magazine
June 2014

Connections

Deepak Gupta - Open for N... 1st
Experienced COO / CIO / CEO / SVP / G...

Brian Drevicky 1st
SVP, Application Development at PrimeL...

Mark Quesenberry 1st
Senior, Strategic Sales and Business De...

Mark Cauwels 1st
Vice President, Chief Information Officer ...

Simon Moir 1st
SVP, Business Development at Savana, ...

Mark Dameron 1st
Global President CEO, COO, EVP | Ope...

Chris Christensen 1st
Attorney at PeirsonPatterson, LLP

Scott Mcnulla 1st
Senior Vice President, Regulatory Comp...

Jeff Lebowitz 1st
Owner, MORTECH, LLC, Marketing and ...

Michael Kelleher 1st
Founder - Easy Mortgage Apps - Speake...

"Technology is the Business and Drives the Business"
Tim Elkins, EVP and CIO, PrimeLending

two quick questions re: Blend meeting next week @ Pri

Hi Tim - I saw that Brian included you in our product demo meeting next week at Prime Lending. From LinkedIn, I read about your Top 100 CIO award and watched The Enterprisers Project interview with you. Congrats on both. :-)

So that we're using your time next week the right way, would you please answer two quick questions?

1. What 2-3 questions might you have about my company, our product, and our approach to mortgage software?

2. What would be your #1 outcome or objective for the next week's meeting?

I know you're super busy, so if it's easier to do a quick call, I can work with you assistant. I'll also double check with her that you've received this note.

Many thanks,
-Scott

#4: Tailor the demo