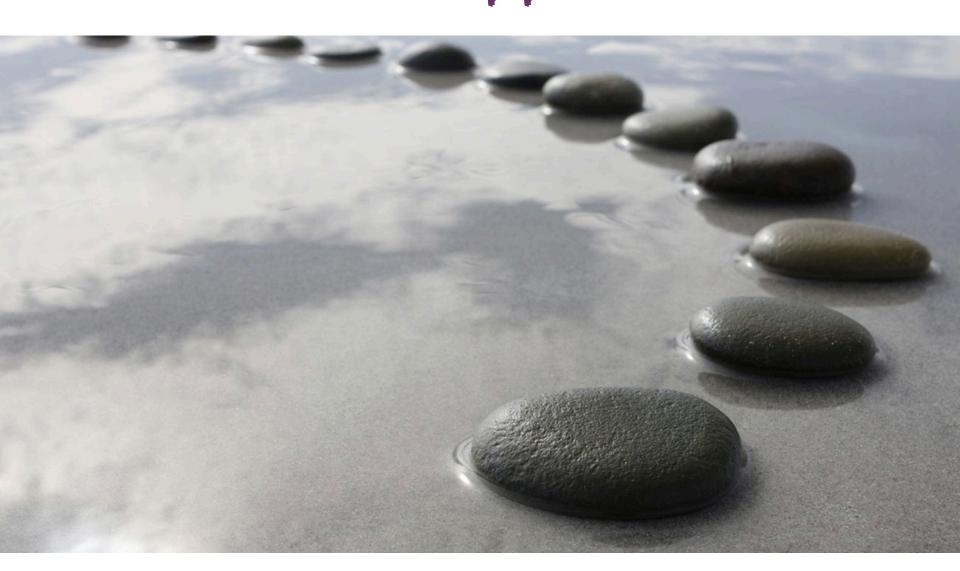
5 Key Principles: Prepping for the Big Meeting



#1: Think "stepping stone"



+ From Chis...





#2: Not "get the sale"



#3: Know who's there & why

HELLO, I'M



Tim Elkins

EVP/CIO at PrimeLending

Dallas/Fort Worth Area | Financial Services

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

Education Texas Tech University



Honors & Awards

2nd

Connect Send Tim InMail

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 I 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 @ Prir

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