

HOW IT'S DONE



Wholesaler Resources

How good are you? What are your prospects and advisors thinking when you walk through the door? Do they see you as just another wholesaler, or a walking and talking brochure? Perhaps they are thinking: "Am I glad you are here!"

Are you able to clearly articulate your value and position yourself as the most trusted, relevant, resourceful wholesaler in your territory? Are you the person everyone calls when they want an opinion about a current topic or sales idea? How well have you leveraged your resources and your team?

Differentiating yourself and building long-term durable relationships is no easy task. What can you tell an advisor that would really get their attention and do more business with you? The most important differentiator is your ability to deliver on your promises. In today's competitive world, the prize goes to those people who are able to execute and do the things they say they are going to do. This includes simple things like showing up on time, returning calls as soon as possible and being accessible.

Take a look at the array of resources and services that wholesalers can offer their prospects/advisors. A truly great wholesaler can provide:

- Product material
- Market research and analysis
- Prepackaged client seminars
- Prospecting ideas
- Sales ideas
- Point of sale material
- Financial support
- Advanced sales support
- Training
- Marketing material
- Mailers
- Speakers
- Lead generation programs
- Continuing education programs
- Joint work
- Case design and other resources
- Technology support

Think about how much it would cost the advisor to internally provide these resources. In many cases, you can deliver these resources at little or no cost. However, as a business person, you know you have to leverage your support and make it available to those advisors who can reciprocate by providing you with sustainable flows of business. These are called "evergreen" relationships. They are people who do business with you even when your product is slightly off the mark. If you are in competition and both products appear similar, you will all the "ties." Your advisors are buying more than just products and services from you – they are buying YOU.

Review the resource list above. Adjust the list to reflect what you have to offer and then complete the questionnaire below and use it to tell your story. Also have the members of your sales team complete the questionnaire. If you truly want to be different, do the little things - execute; make sure that your prospects and advisors know how good you and your team are.

Wholesaler Bio and Talking Points

Part 1 - Personal Information

Name:			
Firm		Address	
Telephone		Cell:	FAX:
Email:			
Length of Service with current firm:	Past Companies Represented:		
Length of service to the financial services sector:			
Professional Designations or advanced degrees:			

Part 2 - Product and Service Information

Product or Service lines:			
Internal Sales Desk:	Name:	Phone:	Email:
		FAX:	
If a BGA, list carriers represented:			
What is your Value Proposition? (Three Sentences or Less)	What is the main reason advisors should meet with you?		
What differentiates you from other providers or vendors?			

Part 3 - Support Services

Where does your product or service fit into our business and our client' portfolios?

What point of sale assistance do you provide?

What case design support do you provide?

What software tools do you provide?

What marketing assistance do you provide? Do you assist advisors with client events, mailers, client seminars, etc.?"

What value-added programs, materials or speakers do you provide or sponsor?

Explain how you support your aforementioned core competencies in client meetings?

What CE programs do you provide or sponsor?