



Presentation Guide: Handling Objections from Potential Co-Marketing Partners

In this session, marketing administrators will train their end users on how to effectively handle potential objections and convey the value of leveraging the Total Expert platform for co-marketing purposes.

POWERPOINT

Agenda

- How this helps you win
- About Total Expert
- Common objections
- Best practices
- Your next steps!

How This Helps You Win

- Preparing you to respond
- Understand the value of the Total Expert Platform
- Create new partnerships
- Build trust and grow business

About Total Expert

- Total Expert is more than a CRM or an email tool – it is a CRM and marketing engagement platform.
- CEO Joe Welu was a successful real estate agent before he founded the company.
- He started Total Expert because he recognized the need for compliant marketing materials when it came to working with direct loan officers.
- The platform was originally built for real estate agents, so there are still some legacy features within Total Expert specifically for agents.

Common Objections

We suggest creating a conversation and discussion with your audience per each of these objections, to see how they would respond and react first. Listed below each objection are examples and talking points to guide your discussion.

- “The last thing I need is another email and marketing tool”
 - Total Expert is a full customer engagement platform that is specifically designed for collaboration between co-marketing partners.



- Total Expert's platform is an all-in-one marketing and CRM tool and much more than just an email/marketing tool. Here are some additional features and tools:
 - Single Property Websites
 - Lead Capture Apps
 - Intelligent Automation
 - Access to Print and Email Content
 - Contact Management and Sharing
 - Industry Integrations – MLS and Zillow
 - Social Media Integrations – Facebook, Twitter, and LinkedIn
- “Our market is saturated with LO/Agent partnerships”
 - Multiple connections are possible.
 - It's easy to manage connections and ensure branding.
 - Be the best co-marketing partner!
 - “A lot of agents I know in my area are already partnered with other loan officers on Total Expert”
 - Agents and loan officers can connect with as many other agents and loan officers as they want!
 - Total Expert ensures correct branding as you switch between working with different partners in the system.
 - If you effectively and consistently support your co-marketing relationship using the features within Total Expert, you will stand above the other partners.
 - The relationship wins the business! If your agent has multiple co-marketing partners, be the better connection!
- “Nothing is free – what's the catch? And what about RESPA?”
 - How is this free?
 - Agents' use of Total Expert is truly free!
 - Email and web marketing features like single property sites and lead capture apps, plus auto-campaigns and contact management is all totally free.
 - If print marketing is ordered via a print vendor from within the system, payment is required but both parties must manually agree to pay. Two parties paying for marketing means it's cheaper!
 - Aren't you giving me something of value?
 - The invitation to co-market comes from Total Expert.
 - All co-branded marketing materials are required to have a cost share.
 - Both parties are required to agree to pay when print marketing is ordered.
 - Complementary, lifetime access.
 - Free email, web, auto-campaigns, contact management.
 - Paid print marketing with cost share
- “I don't want to give my whole book of business to an LO”



- Your contacts are not shared by default.
- Leads generated by single branded methods are NOT shared.
- Leads generated using co-branded methods ARE shared.
- Agents' use of TE isn't tied to LO relationship.
- If I upload all my contacts to Total Expert, won't the loan officer that I'm connected with have access to them?
 - Imported contacts and leads generated using single branded methods are not shared between partners automatically. Partners can opt to share any contacts.
 - Leads generated by co-branded methods are automatically shared between partners.
 - Agents' use of Total Expert is not exclusively tied to their partnership with a loan officer or their employment at a specific organization.
- "I already have so many contacts and connections in other systems"
 - LO can make it easy by completing as much of the partner profile as possible.
 - TE Support will import lists of contacts for any user.
 - Transitioning contacts to a new database is a great opportunity to purge old contacts and start new with clean data.

Commented [LO1]: We should talk about this; we're trying to move users to the new Data Importer tool but I'm not sure how that works for real estate agents? I can do some digging here!

Best Practices

- Understand the benefits of Total Expert for potential co-marketing partners so you can sell them on the value.
- Always have a conversation with the potential partner before sending the invitation.
- Continually evaluate effectiveness of co-marketing partner relationships.
- Host Total Expert focused agent event to promote benefits of co-marketing and increase connections.

Going Forward from Here

- For adoption and retention purposes – encourage your audience to access supporting documents, videos, and resources and demonstrate where they can access our Help Center within the platform, as well as reaching out to our Product Support team.