

Handling Objections from Potential Co-marketing Partners

Agenda

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

How this helps you win



Prepares you to respond



Understand the value of Total Expert



Create new partnerships

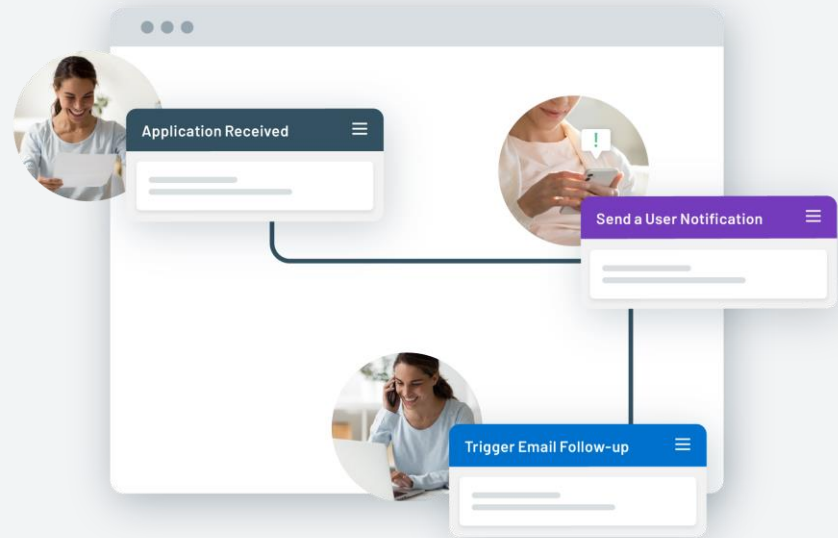


Build trust and grow your business

All-in-One Sales & Marketing Platform

Know where every contact is in their unique financial journey.

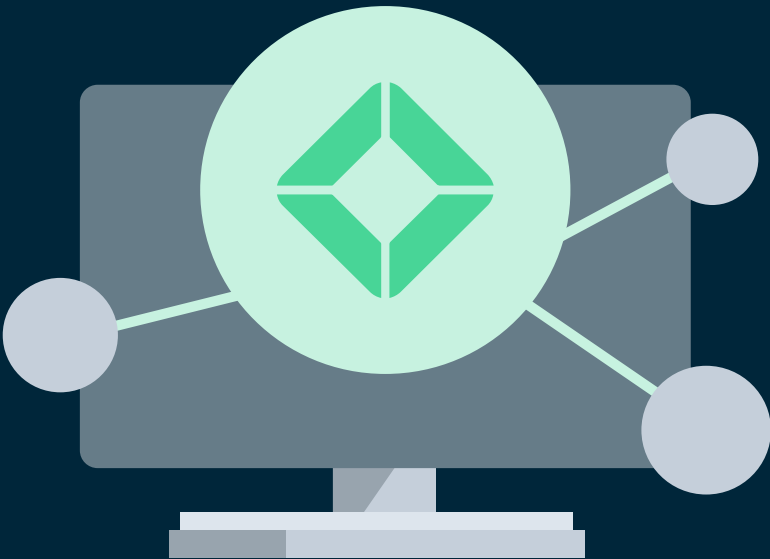
- More than “just a CRM”.
- CEO Joe Welu was a successful real estate agent before founding Total Expert.
- Joe recognized the need for compliant marketing materials when it came to working with loan officers.
- Total Expert was initially created for real estate agents!



Common objections from potential partners



- “The last thing I need is another email and marketing tool.”
- “Our market is saturated with LO/agent partnerships.”
- “Nothing is free – what’s the catch? What about RESPA?”
- “I don’t want to give my whole book of business to an LO.”
- “I already have so many contacts and connections in other systems.”



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 before sending an invite.
- Continuously evaluate the effectiveness of co-marketing partners.
- Host a Total Expert focused agent event to promote benefits of Co-marketing and increase connections.

Going forward from here



Next steps



Documents



Videos



Support

Thank you