

salesforce

HOW *to* BUILD SALES RESILIENCE *in* FINANCIAL SERVICES

Driving Collaborative Engagement and
Strengthening Client Relationships in the
New Normal



INTRODUCTION

As financial institutions start to recover and emerge from the global pandemic, it's not enough to resume normal operations. In a world now defined by forced agility and digital 'everything,' you need to focus on building resilient operations that will withstand – and outlast – the aftershocks of this crisis. Now is the time to assess strategic business processes that will create future advantage – starting with sales.

Success and survival in this new normal will depend on building out a foundation of scalable agility, engagement, and innovation to effectively anticipate and protect against any future crises. Given the speed of change and the historically high-touch nature of the financial services industry, there's a dire need to find new ways to engage with customers, support a remote workforce, and cut costs.

This guide offers best practices to help your financial services organization succeed and grow by driving collaborative business processes and engagement in the context of CRM.



3 BEST PRACTICES *for* BUILDING SALES RESILIENCE *in the* NEW NORMAL

#1 BUILD DIGITAL AGILITY

ACCELERATE PRODUCTIVITY AND REDUCE COSTS TO MITIGATE MARGIN PRESSURE.

Empower growth and productivity with integrated technology and streamlined processes that optimize efficiency, improve accuracy, and accelerate your sales cycle. Reimagine business processes and free up sales staff from low-value activities, so they can spend more time supporting clients with meaningful interactions.

- ✓ **Consolidate tools and centralize data within a single, unified CRM platform.** Consolidate business-critical applications into a single source of truth that enables teams to quickly analyze and respond to client needs without switching between various systems, apps, and screens. Centralize client data, sales and marketing data, and third-party data from intermediary systems within one integrated view inside CRM.
- ✓ **Build standardized processes into automated CRM workflows.** Automate low-value, repeatable tasks, and build standardized processes into automated CRM workflows. Repurpose standard knowledge and best practice resources that can be easily customized for each opportunity, empowering sales professionals to deliver more personalized, service-oriented client experiences at scale.



How can you...

- Increase advisor bandwidth and sales productivity?
- Shorten time to close?
- Grow fund loans and mortgage / refi sales?
- Reduce ramp time for employees taking on new roles and accounts?

“ Many non-essential businesses have moved to an entirely remote working environment, bringing technology to the forefront as an ‘often overlooked teammate’ who comes through for us in the clutch. Time is our most valuable commodity. Leveraging technology to free our team members’ bandwidth is hugely important. ”

-Shaun Kapusinski,
Director, Technology & Operations,
Sequoia Financial Group



HOW ONE WEALTH MANAGEMENT ORGANIZATION MAINTAINS PRODUCTIVITY AND COMMUNICATION TO SERVE CUSTOMERS

- Stays in contact with clients through pre-set communications cadence
- Keeps remote workforce connected and productive with secure collaboration across multiple orgs
- Helps advisors prioritize opportunities with data and analytics
- Enables advisors to maintain strong client relationships with real-time digital engagement

30 minutes

saved daily per employee

\$400K annual savings

with real-time collaboration tool

233% increase

in logged calls

#2 SELL FROM ANYWHERE

IMPROVE CONNECTIVITY AND COLLABORATION TO ENSURE BUSINESS CONTINUITY AND WORKFORCE FLEXIBILITY.

Employees must be empowered to effectively work and sell from anywhere, with modern business technology enabling access to the data and resources they need to build relationships with clients. It's also critical to find new and innovative ways to provide guidance and coaching to help reps effectively engage with clients in this new world.

- ✓ **Enable secure, real-time collaboration.** Employees across your front, middle, and back office must be able to seamlessly connect around live CRM data, even if they're working remotely. Enable real-time visibility and collaboration across your value chain, so team members can collaborate around client needs and concerns with others in the organization who can help deliver customized solutions, driving client satisfaction.
- ✓ **Extend 360-degree CRM visibility.** In order to break down silos and reduce internal friction, front office distribution teams must be able to extend 360-degree CRM visibility to their middle and back office counterparts. Guarantee access to real-time client data in context of a single source of truth, even for teams operating outside of CRM.
- ✓ **Offer virtual sales guidance and 1:1 coaching.** When facing limited access to face-to-face interactions, sales managers must be able to modify how they communicate and engage with their reps. By leveraging virtual engagement and collaboration tools, they can provide timely guidance and coaching to reps in support of their clients, keeping everybody in the loop at all times.



How can you...

- Support cross-selling and up-selling efforts?
- Increase win rates to capture maximum wallet share?
- Improve client satisfaction?
- Improve employee satisfaction and reduce attrition?

#3 DEEPEN CLIENT RELATIONSHIPS

BUILD CLIENT TRUST THROUGH PERSONALIZED ENGAGEMENT AND ADVOCACY.

In order to grow Assets Under Management and your business, you must continue to build trust within your client relationships throughout their lifecycle. Closing business with clients is just one part of the picture; supporting critical client relationship requirements is quite another, and just as important.

- ✓ **Build actionable, data-driven sales strategies.** Empower sales professionals to deliver personalized advice and custom solutions that help achieve client goals. By leveraging real-time CRM data and intelligent insights in context of relationship management processes, they can predict and pre-empt attrition of at-risk clients and assets, building long-term satisfaction and loyalty that generate future returns.
- ✓ **Modernize 1:1 client engagement.** Provide clients with direct engagement and access to customized resources on a 1:1 basis to build trust and demonstrate value. Enable sales professionals to proactively engage clients around high-touch financial issues, deliver personalized commentary and financial prudence, and collaborate seamlessly with them in real-time to meet their longer-term objectives.



How can you...

- Build customer trust?
- Alleviate customer concerns to drive retention and referrals?
- Grow top-line deposit revenue?

Drive collaborative business processes and engagement in the context of CRM with Quip.

