Digital Distribution™

Module 4 – The Technology

Your Digital Wholesaling Platform

In our last video, we discussed the process, also known as inbound sales and marketing. In this video, we'll provide an overview of the 5 pieces of technology you need to succeed with digital distribution.

This technology is the foundation of your "Digital Wholesaling Platform."

Each element of your platform works together to guide your potential client through their journey to become an investor, and guides your team in facilitating and optimizing the process. Let's see how each piece of technology contributes to results.

CRM & Data Systems

Your Digital Wholesaling Platform starts with your CRM, which is your hub. It's where all of your contact information lives. The data you feed into your CRM and your ability to analyze each interaction and engagement with a contact is critical. There are several important actions you need to take on an ongoing basis to maximize the value of your data, and to make sure a potential client can become an actual client.

First, for each prospect, you start with as robust a profile as possible. While there are many data sources available, we always start with Discovery Data. Second, you must combine each record with intent behavior. For example:

- What pages did the prospect view on your website?
- What forms did they complete?
- What material did they download?

Your CRM should automatically record each of these interactions so that your sales and marketing team can drive the business development process, which brings us to lead scoring.

By measuring and analyzing each of these interactions, the lead score helps drive and guide the actions of the sales team —ensuring that they focus as much of their time on the most interested prospects.

Website

This leads us to the next key component of your technology — your website. which is where all these interactions occur, and why you can't think of your website as an online brochure. You have to think about it as your #1 salesperson, having a conversation and beginning a relationship with your future client. To do that, an effective website must be engineered for conversions and sales.

What is a conversion? A conversion is an exchange of information. A visitor provides you with information about themselves in exchange for your thought leadership and guidance. As these conversions take place, it's up to you to continue the conversation with relevant content, and you do that through marketing automation, which is the fourth key component of your technology and "Digital Wholesaling Platform".

Marketing Automation

Marketing automation enables you to send tailored communications "one to many" — leveraging the time and efforts of your digital distribution team. Finally, as these records begin to signal that they are ready for a sales conversation by continuing to engage with your content and your firm, you use sales enablement technology to automate the sales process.

Sales Enablement

While marketing automation is meant to communicate with a broad audience - from "one to many" - sales enablement is meant to communicate with potential customers, "one to one." Sales enablement provides the tools for your sales team to be disciplined and effective. Research tells us that a

minimum of 8 "touches" are needed before an advisor is ready to commit. Unfortunately, most salespeople move on after an average of 1.8 interactions with a prospect, far too early. Sales enablement technology provides the structure and automation needed to give salespeople the highest likelihood of success.

With these 5 pieces of technology, integrated together, your Digital Wholesaling Platform helps you:

- Identify your next client
- Connect with them at the appropriate time
- Communicate with them through the sales process
- Onboard them as a new client

Now that your technology is in place, the next step in your digital distribution model is building the right team.