

SalesPage Broker/Dealer



Advisor relationships are the cornerstone of the broker-dealer business. Effectively cultivating and managing these key relationships increases the likelihood of your success. SalesPage Broker/Dealer goes far beyond tracking data; it embodies **Advisor Relationship Management (ARM)**, a business philosophy that empowers you to concentrate on your core business: recruiting, transitioning, and fully supporting advisors. SalesPage Broker/Dealer—because of the way it fits your business, it's the only relationship management tool you need.

Centralize your data, unify cross-departmental efforts

Connect your entire organization and stop working at cross-purposes. Use SalesPage Broker/Dealer, a wholly integrated solution, to enable all team members to quickly input, retrieve and use game-changing information across the board. From initial recruiting surveys through transition paperwork to client service tickets, your staff will be able to target the best prospects, manage and maintain rewarding advisor relationships, and apply your resources effectively. Achieve excellent results by successfully pushing current and relevant data to all users throughout your organization.

Identify and gather information you can use to improve your bottom line

Measure the effectiveness of your core work flow processes with SalesPage Broker/Dealer. Metrics empower you to answer questions such as: Which types of service requests occur most frequently and take the most time to address? Which advisors generate the most service tickets? On average, how long does it take to close different types of service requests? When does your operations team get involved in the acceptance or transition process for prospective

recruits—and is it the right time? SalesPage Broker/Dealer will help answer these and other critical business questions: Use the information you have to chart a course for success.

Automate best practices to gain highly productive advisors

Streamline the complex processes involved in your recruiting and transition efforts using SalesPage Broker/Dealer. Boost productivity by standardizing and replicating your winning strategies. Automate processes like mailing information packets, completing advisor profile forms, and managing the authorization and transition processes. Apply flexible rules to crucial components of your business model, such as advisor recruiting and acceptance procedures, goal-to-production tracking, and forecasting.

Deliver services that effectively and consistently support your advisors

Enhance your advisors' experience and put their needs first with SalesPage Broker/Dealer. Help desk and advisor self-service features give your service-oriented teams the tools they need to track and respond to advisor issues. Improve performance and advisor satisfaction through higher one-call resolution rates, enterprise-wide issue tracking, automated escalation, standardized best practices for support, and personalized service.

Manage evolving compliance requirements

Guide your advisors through the maze of internal and external regulations with the help of SalesPage Broker/Dealer's straightforward tools. Easily track your advisors' licensing, continuing education, and IT requirements. Automatically schedule and execute audits to ensure that your advisors are adhering to relevant guidelines. Provide advisors with access to a rep portal where they can easily complete questionnaires, audits, and other types of paperwork online. Maintain a detailed audit trail of interactions with contacts including calls, e-mails, literature and related expenses.

SalesPage has coined the term **Advisor Relationship Management (ARM)**, which describes the unique relationship management strategy required for the broker-dealer industry. Just as Customer Relationship Management (CRM) is intended to continually improve relationships with customers, ARM is intended to continually improve relationships with advisors.

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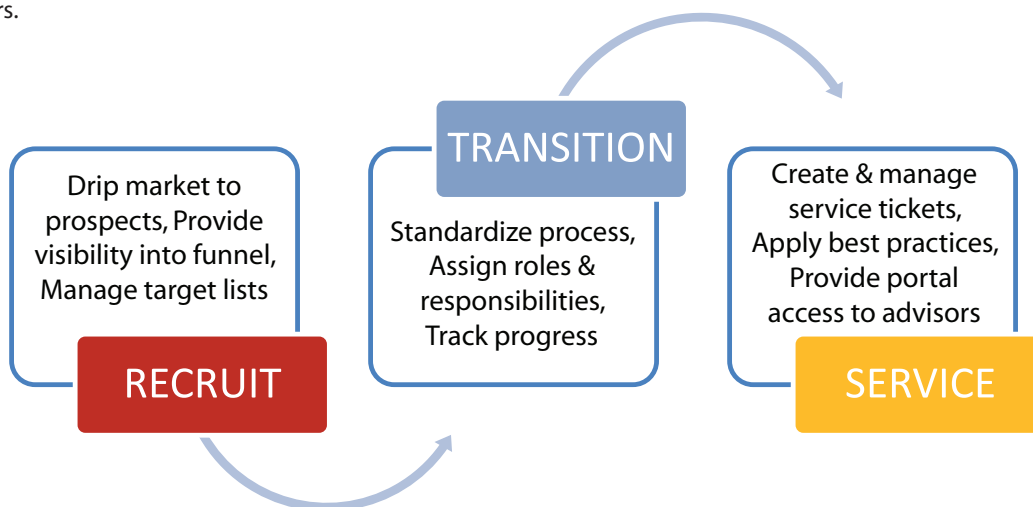


Focus your marketing efforts to achieve greater impact at a reduced cost

With SalesPage Broker/Dealer, you can maximize the value of every advisor or prospect interaction. Prioritize open activities, identify trends and predict future needs based on past activities. Whether you're engaged in a targeted marketing initiative, a complex multiple-event campaign, or a drip marketing approach, use our proven, flexible solution to identify the best audience for your message, and then create and convey that message effectively. Using strategic targeting and powerful deployment methods, you can lower your marketing costs and establish long lasting connections with high-producing advisors.

Inspire action with detailed business intelligence

Extract the information you need to make accurate and timely decisions using SalesPage Broker/Dealer's tightly integrated reporting and analytics features. Identify underlying trends, discover new opportunities and examine complex data sets in detail. Closely scrutinize your data, execute queries and push notifications about important changes and updated information to your teams. Key reports include information on one-call resolution rates, ticket resolution times, recruit forecasting, and advisor activity.



Empower your personnel to add value at every stage of the advisor lifecycle. Recruit more successfully, transition more quickly, and ultimately deliver high-quality, personalized service with SalesPage Broker/Dealer.

Leverage the platform that works for you—Hosted or On-Premise

SalesPage offers SalesPage Broker/Dealer Advisor Relationship Management software both as a hosted solution using our SalesPage Live platform and as an on-premise, installed solution. If you're working to grow your firm and improve operations, but aren't ready to take a solution in-house, take advantage of our hosted solution. It's easy—for a monthly fee, you lease the standard version of our software and enjoy the benefits of a system that is already configured to industry specifications. If you would prefer to house your data and relationship management solution internally, our on-premise SalesPage Broker/Dealer solution is the right option for you; having an on-premise solution gives you the ownership and flexibility to customize and configure your solution to further fit your needs.

Partner with SalesPage—leverage our expertise and unparalleled commitment to you

SalesPage Technologies is a leading provider of relationship management software for financial services organizations. Your tailored solution begins with our award-winning product as the base. We consult with you to develop and implement a system that will work for you. Our familiarity with your business and your priorities will ensure that SalesPage Broker/Dealer meets your needs and exceeds your expectations.



SalesPage Technologies, LLC
www.salespage.com
(269) 567-7400

Global Headquarters
2725 Airview Boulevard, Suite 301
Kalamazoo, MI 49002

Mailing Address
P. O. Box 2707
Kalamazoo, MI 49003