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Sales Cadences Prebuilt for Your Lead Management System

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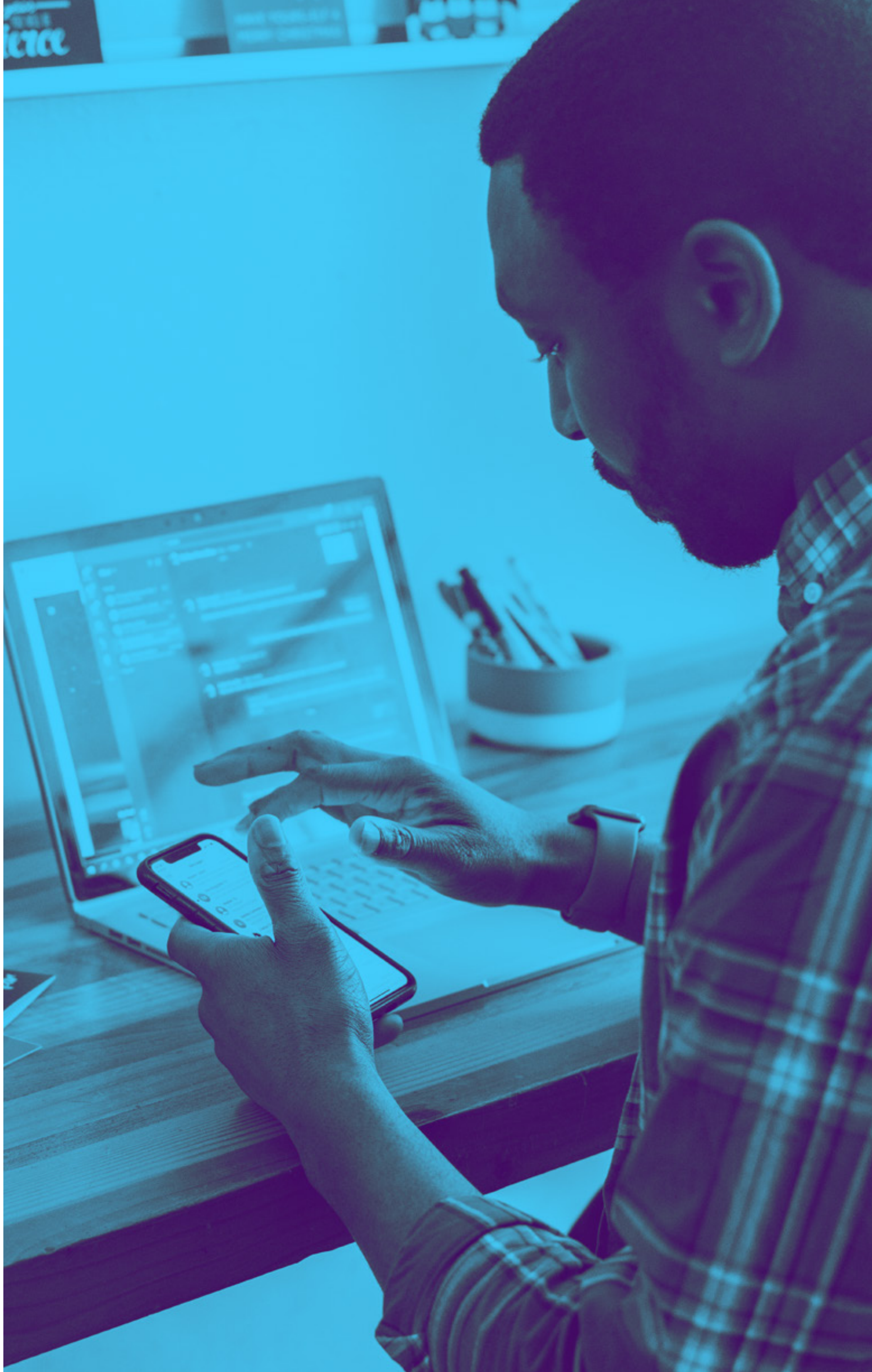


Sales cadences scale your loan production by scaling proven sales activities

Your lead management system should be working for and alongside your loan officers.

But, most are glorified spreadsheets full of valuable leads.

Without sales automation and content that makes this automation look and feel like personal loan officer outreach, your organization's loan originations are limited by the capabilities and capacity of each loan officer.

What are Sales Cadences?

Sales cadences are the answer.

Sales cadences are sequences of touch points that are programmed into your lead management system to guide automatically, and in many cases, execute proven sales actions for or alongside every loan officer.

These touch points often include email, text messages, and in some cases, voicemail drops. They can also qualify and build call queues based on customer behavior (e.g., email opens and clicks) and automate appointment scheduling.

Benefits of Implementing Sales Cadences

Fundamentally, sales cadences help to automate basic sales activities across the entire sales pipeline while loan officers focus their attention on high-value conversations with borrowers.

- No lead gets left behind. Every lead receives a baseline of sales activity. Every lead gets worked to yield its maximum potential — for months or years.
- Your baseline sales process is executed flawlessly against your entire organizational pipeline.
- Programmed lead management optimizations and workflows are not left with default emails, text message content, or no content at all.
- Loan officers are not left trying to figure out prioritization, next steps, or what to say in their following email to the prospect.
- Sales cadences work alongside loan officers like little digital assistants doing high-value but tedious and time-consuming follow-ups and sales pipeline management.

Designing Sales Cadences 101

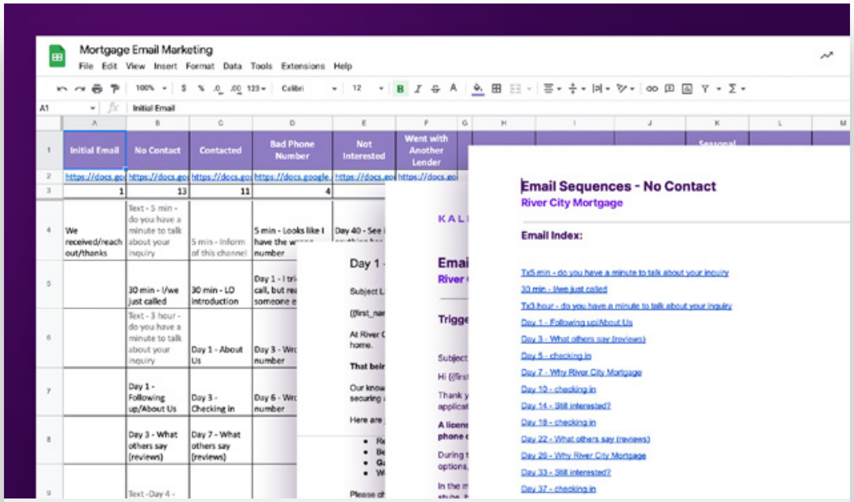
What does a typical sales cadence look like?
You want to start by mapping potential cadences to your existing sales workflow and, most importantly, sales statuses in your lead management system.

Once you have mapped your status, begin building automated sequences triggered when a lead enters that respective status.

For example, when a lead is posted into your lead management system and enters the **New Lead** status, you might do the following:

1. Send a text message. Something like this: "*I just got your inquiry from our website. As soon as I finish the call I'm on, I'll call you.*"
2. Add the lead to the top of the loan officer's call queue, alert them to make an immediate call, or send a voicemail drop to the prospect.
3. Send an email. Something like this: "*Hi {{first_name}}, I just left you a voicemail, following up on your inquiry from our website. When is the best time to talk? Oh, and here is all of my contact information. Feel free to call, email, or text whenever.*"

Then continue with additional touch points and call tasking until you get a response. This response or the loan officer moving the lead to a new status will end this sequence and potentially trigger a new one.



Get Pre-built, market-tested Mortgage Sales Cadences

Kaleidico designs and writes the sales cadences that increase the contact rates and sales production of the nation's top lenders.

Schedule a discovery call