

# Could your BDMs be more effective with Intermediaries?

## Mortgage Intermediary Account Management

Successful mortgage intermediary account management requires a balance between relationship management and sales skills.

Traditionally relationship and service have been the key factors in determining success in this sector of the mortgage marketplace. However, in today's regulated environment where most providers are chasing the same top mortgage intermediaries, the traditional skill set alone is now often not enough.

The intermediary sales process is rarely defined and often the outcome is one of "Hope" rather than an understanding of why an intermediary will or will not support your proposition.

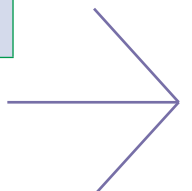
Whilst recognising the good work undertaken, the following are often typical issues:

Typical Issues	Momentab2b Solutions
Business Development Managers (BDMs) only covering a % of panel	Segmentation strategy to realise full potential of panel
No clearly defined sales process	Simple, flexible and effective sales process
No clear definition of what good looks like	Best practice shared and clarity around expectation
Calls often unstructured with no objectives	Structured calls with clear objectives
Little business planning	Simple and effective business planning process that drives activity and results
Poor or inconsistent quality of information held on intermediaries	Consistent & relevant information held on intermediaries
Good relationship with intermediaries but poor business return	Professional relationship resulting in predictable business support
BDMs viewed as product pushers by intermediaries	Product presented as part of a broader added value proposition
Lack of consultative skills	BDMs viewed as trusted business consultants
Low activity levels	Increased activity levels
New business as only focus	Strategy to win new business (mortgage & ancillary) and to retain existing book

Momentab2b has many years experience of working in the mortgage intermediary sales marketplace. We have developed the model below as a working Account Management Process.

Account Selection & Categorisation			Account Planning & Implementation		
Key Account Selection	Account Information Gathering & Analysis	Objective & Strategy Setting	Account Planning	IFA Activity	Monitoring & Review

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# momenta *b2b*

Momentab2b offers a suite of practical Business Development Management tools, processes and skills training that adds value to the BDM, the intermediary and the mortgage lender:

The tools include:

- Job descriptions, competencies and demonstrable behaviours
- Account management processes
- Mortgage intermediary fact find
- Business planning framework
- Account analysis tools
- Segmentation model
- A constructive skills analysis process

The core programme focuses on the key tasks of the role, and trains and embeds our tried and tested sales process.

The Momentab2b Intermediary Sales Process				
Introduction	Marketplace	Criteria	Match	Close

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The programme is very practical and can include BDMs undertaking Realplays, momentab2b's real life role plays using intermediaries.

**The key to RealPlay is that we use practising mortgage intermediaries in the role of the advisor.**

Our pool of intermediaries provides a range of mortgage type (residential, buy-to-let, sub-prime) and personalities so that we can meet your specific requirements. Each of our intermediaries understands the aim of RealPlays thus ensuring the balance between business reality and developmental opportunity.

As a follow up to RealPlays our IFAs will provide a written feedback form for each meeting / call so as to provide a customer's perspective to the learning process

What some of our customers say about us;

*"Momentab2b have provided our operation with a sales structure and focus in the way we manage intermediaries. Their complete understanding of our marketplace differentiates them and what they can add to what we do."*

*"Momenta is not just a training programme, it is a culture in how to develop your business by investing in your people. A very worthwhile investment."*

Read more about what our customers think at; [www.m-hl.com/b2b](http://www.m-hl.com/b2b)

## About Momentab2b

Momentab2b is a subsidiary of Momenta Holdings, an established Advice, Training and Business Review consultancy dedicated to the financial services industry.

Since 2002 we have been providing bespoke business consultancy and training solutions for financial services companies transacting business through intermediaries.

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