

1/15/09

EPIC has further enhanced the Lender Drip Program section of the *Business-in-a-Box* marketing program. The updates include two additional post card designs and associated premium items.

[Click here](#) to visit the Business-in-a-Box page in the Partner Tools section to view and download the latest version of the Lender Drip Program.

EPIC's *Business-in-a-Box* is a tool kit of marketing strategies, designed to help our business partners build their employee benefits business through a series of soft sell programs. Each time-tested strategy is developed to provide you with the prospect and lead-generation support you need. [Click here](#) to download an information sheet.

Lender Drip Program

Overview

For bank trust departments, none of the most viable product cross-sell opportunities come from commercial lending. Why? Because the lending client often views their commercial lender as a trusted advisor. Being that trusted advisor means that the lender is viewed as trusted for the sake of the client—they address what is in the client's best interest, in the sales process and in cross-selling other banking services.

To successfully work with commercial lenders, trust of them must focus on building their own trusted relationship between themselves and their lenders. If successful, sales opportunities should flow both ways.

To support itself selling themselves to their commercial lenders, a "drip marketing" program can be of great value. Drip marketing is a consistent program of sending your message a little at a time, while keeping it in a specific customer. This drip marketing computer is targeted toward a bank's commercial lenders in support of the following objectives:

- Create an awareness of trust product and services available to commercial clients.
- Create lenders that commercial clients will be capable, willing, and motivated to sell trust products.
- Keep trust/wealth management top-of-mind for retirement plan referrals.
- Create the value of a trust relationship with the commercial client.

The Cross-Sell Sequence

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