

Building Customer Loyalty...

...will pay off in future sales for everyone...



Dave Epps
4375 Pineview Drive
Walled Lake, MI 48390-9929

Dear Dave,

The "Building Customer Loyalty" program is marvelous! As you are aware, I manage the Minneapolis West branch of US Bank Home Mortgage. As of March of this year every loan officer in my branch was enrolling 100% of all of his or her closed loan client base into the program. I am a believer that this effort will pay off in future sales for everyone involved, both the company and the loan officer.

In spite of the fact that the loan officers in the branch are highly "seasoned" professionals NONE had a system of maintaining contact with their past client base. Each loan officer knew that follow-up was important to future sales and referrals and yet none had a system. You now provide that system. Thank you.

The key to my success in selling your program lied in two concepts.

- 1) Registration of clients had to take no effort on the part of the loan officer. This is critical! Programs fail not because they are not good but because they are not started. For loan officers this is unfortunately the kind of task that falls into the category of it will be done "when I can get around to it". Getting around to it is the tough part.
- 2) The program cost had to be minimized.

My promise to my loan officers was that if they would enroll ALL of their clients, I would have my receptionist do the enrollments. (She works from a closed loan report I provide her once a month)

The company (USBHM) agreed to charge the loan officer for the program expenses. This made the program "net" cost to the loan officer minimal, est. \$22/client, because of the after tax effect.

All the loan officer has to do is be willing to pay the cost on an after tax basis. They make the decision to participate; the balance is done for them.

Good luck in promoting your program to other branches within the system.

Steven E. Sandvig
(952) 591-4290