

Expert Business Development Case Study



Bank of Marin

Bank Profile

Bank of Marin is headquartered in Novato, CA with 21 branch locations throughout Alameda, Marin, Napa, San Francisco, and Sonoma Counties. The Bank was founded in 1989 and, after their acquisition of the Bank of Alameda in November 2013, now employs over 280 people with total assets exceeding \$2.5 Billion (as of 9/30/2018).

Marketing Goals & Challenges

Bank of Marin faced two main challenges in successfully developing new business: prospecting potential customers and tracking new and existing opportunities. In the Bank's experience, their bankers' time was better spent servicing existing clients and the prospects in their current pipeline rather than cold calling for fresh leads. Additionally, with over 280 employees and a wide target-market range of companies with between \$5 Million and \$100 Million in annual revenue, the Bank wanted to improve its relationship management procedures by implementing a universal system for tracking clients and prospects.

"We were already profitable with an enviable market share and reputation. Our challenge was getting from good to great and institutionalizing the techniques and processes required to achieve and maintain this heightened performance."

Peter Pelham
Executive Vice President

EBD Solution

Expert Business Development (EBD) provides Bank of Marin with a combination of services that enhance the Bank's business development and relationship management efforts. EBD's seasoned and experienced calling agents contact prospects of interest to the Bank and set appointments for the bankers. Consistent calling to a list of prospects keeps a steady stream of new business opportunities in front of bankers and constantly refreshes their sales pipeline. To manage that pipeline, the Expert Lead Management Systemsm (ELMSsm) replaced the Bank's CRM solution offered by its core operating system provider.

Now, the demographics and detailed market intelligence associated with the appointments that EBD sets for Bank of Marin automatically populate ELMS, providing a seamless transition of information from the EBD calling agents to the Bank's sales team. As the Bank grows, as with their acquisition of the Bank of Alameda, EBD continues to update and customize their ELMS system to meet their growing needs while also generating fresh leads in their new territories with the continued calling efforts.

"ELMS provides a lot of accountability for sales activity. We know how long an opportunity has been in the system, what we're doing with it, and what the probability is that we'll close it."

Peter Pelham

Results

Bank of Marin exemplifies EBD's holistic approach to the lead generation process, from selecting and meeting with the Bank's ideal prospects to tracking each potential relationship and ensuring timely follow-up. By using both EBD's appointment setting service and ELMS, Bank of Marin frees its bankers from devoting a portion of their day to cold calling, records management and information sharing, and instead allows them time to cultivate the pre-qualified warm leads that EBD provides while maintaining a high level of service to current customers.

As an important part of their lead generation for eight years, EBD has set over 350 appointments with qualified and interested decision makers through a number of different campaigns focusing on counties across the Bank's footprint as well as on specialized products. Regular calling on a continuously updated database of prospects over several years has allowed agents to stay in contact and build relationships with companies and their decision makers. This "Respectful Persistence," the hallmark of EBD's unique process, promotes brand awareness and credibility. EBD's commitment to follow-up with scheduled callbacks out as far as a year gives the Bank confidence that the brand is continually being enhanced.

As our calling campaigns continue to generate new leads, ELMS records a complete view of every customer relationship, capturing all accounts and interactions, from the first call to the most recent interaction with a bank representative. Bank of Marin also relies on ELMS to effectively capture incentives for sales and referrals, which has led to improved accountability and employee performance. Most importantly, because ELMS records provide continuity and accurate information through personnel changes, the Bank can always ensure excellent customer service.

"As ELMS was implemented, its flexibility allowed us to move ahead faster. EBD's extensive knowledge of the banking industry hastened the development time and brought industry best practices to the process. We didn't have to reinvent the wheel."

Peter Pelham