



A Winning Relationship: Wholesalers and Schedulers

**A GUIDE TO A SUCCESSFUL AND
PROFITABLE PARTNERSHIP**



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Introduction

Two years after co-founding Wholesaler Masterminds®, Rob Shore interviewed Erin Beatty, who is the Chief Training Officer at [Wholesaler Masterminds Schedulers](#) and Milrich Associates. Rob set out to learn more about the relationship between schedulers and wholesalers and what makes a winning and profitable relationship.

Erin has been with the company since the beginning and has moved into a leadership role within the company. Currently she does onboarding, which sets the stage for the relationship between the wholesaler and the scheduler. She makes sure that connectivity is present, both in terms of technology as well as the human capital of communication.

Erin has learned that the position of scheduler is much more than filling a calendar. It's a close-knit relationship with the wholesaler. She has learned about how the wholesaler fills their days and what their priorities are.

She realized wholesalers are BUSY; commuting between appointments, follow up, preparing for the next appointment, etc., they have precious little time to focus on the details of their calendar.

Which is where the services of a highly proficient scheduling company comes into play.

We hope you benefit from the insights contained in this document and apply them to your scheduler relationship - whether that is with us here at [Wholesaler Masterminds Schedulers](#) or through any other scheduling firm.

Rob Shore and Melanie Koerperich

Communication

"It's vital to your success to effectively make your schedulers a part of your team through regular communication."

The need for clear communication has become our number one focus with new scheduler trainees. Erin explains, "Communication is so important. We have people working in virtual environments and, even if you're not in a virtual environment, you can't expect someone to read your mind. It's not possible for your scheduling partner to know where you're thinking you want to go in the territory, what you're planning on doing regarding meetings and events, or if you're considering a change in strategy or tactics."

"If the lines of communication aren't open and the wholesaler isn't conveying this information to the scheduler, the scheduler doesn't feel a part of the wholesaler's day-to-day activity." She goes on to explain, "It's really hard for us to get a good feeling of what is it exactly that [the wholesaler] wants... because things are constantly changing."

Input from the wholesaler regarding changes and desires are critical. While each wholesaler tends to have their own preferences regarding how they run their business and their best modes of communication, we have some best practices that we can recommend to them.

Erin explains that schedulers should work to conform to the wholesaler's communications needs by using text, email, or phone. Schedulers are flexible so that the scheduler/wholesaler relationship works as smoothly as having your personal assistant in the next room.

Often the closest relationships are those that use a variety of communication methods. Erin speaks with her wholesaler clients by phone once a week and texts as needed for short concise things that need to be addressed quickly and efficiently.

Knowing that both scheduler and wholesaler are committed to replying promptly when issues arise is critical to the vitality and smooth running of a wholesaler's team.

Coach Rob at Wholesaler Masterminds® cautions wholesalers that, "While it may be easy to let your virtual support person slip off your radar, it's vital to your success to effectively make them a part of your team through regular communication."

WANT TO MAXIMIZE THE SUCCESS OF THE APPOINTMENT THAT YOUR SCHEDULER HAS MADE? [CHECK OUT OUR NEWEST COURSE!](#)



Organization

"The bottom line is: you can't provide your scheduler with too much information."

While schedulers are adept at keeping up with the follow-up of the ever-changing emails, addresses, contacts, support personnel, and COIs, they can't do it without your input. While it's imperative for the scheduler to have updated and organized information, they are limited by how much or how little information they receive from you.

Whether it's CRM (Salesforce, etc.) data or whether it's working with a scheduler, if it's garbage in, it will be garbage out. If the wholesaler doesn't provide a good list to work from, productivity fails. If updates on the calendar aren't shared, then productivity fails. Erin explains the best way to keep your scheduler up-to-date is to share:

- information regarding branches or firms that the scheduler might be interacting with – for example, if you know most advisors will be out of office at a conference
- copy of a client's new business card
- updates about client out-of-office status (vacations, top producer trips, etc.)

When a wholesaler or their internal partner is aware of advisor changes and they keep their scheduler in the loop, that's extremely helpful - and increases the scheduler's efficiency and performance.

It's the little things that can create the advantage for the scheduler. Knowing ahead of time personal details such as, "Joe's had knee surgery; he'll be back in two weeks", is helpful. When the scheduler can reference these details, it helps them stand out and earn the appointment.

The bottom line is: you can't provide your scheduler with too much information.

Industry Language

"Often your scheduler is learning a new language - the language of the financial services community."

Compliance is an important concern - for your firm, for you and for your scheduler.

At [Wholesaler Masterminds® Schedulers](#), we're doing as much as we can to make sure that our schedulers are familiar with the industry, up to the point where they can speak enough of the language to do the job proficiently.

However, it's important to note that often your scheduler is newer to this industry than you are. They are on a steep learning curve and must understand topics ranging from what it is to be a wholesaler or a financial advisor, to what a broker/dealer is.

Often your scheduler is learning a new language - the language of the financial services community. Your ability to add a couple of extra sentences of explanation in email communications helps put things in context for them.

The takeaway for wholesalers is that a little bit of patience, along with providing extra information and knowledge, is high on the list of what you can do assist your scheduler in maximizing their partnership with you.

[LEARN MORE ABOUT US!](#)



The Sales Angle

"We want to be pleasantly persistent."

We work closely with our scheduling team to be aware of how they reach out to advisors. We want to be pleasantly persistent, because our goal is singular within the scheduling company: we want to get the wholesalers the appointments that they are after.

Being pleasantly persistent means:

- not just making one phone call and then coming back to that advisor three months later, when you circle around to that zone again
- reaching out multiple times (via a combination of phone and email), in a pleasant way, to let the advisor know we are serious about getting this appointment
- we're going to persistently remind the advisor that we're still here and that we need to get an answer as to whether they will take our wholesaler's appointment request

Erin explains that after the initial outreach, the scheduler will reach out again a couple of days later to put themselves right back up at the top of the advisor's radar. "Often the feedback we get is apologetic, that they didn't reach out and reply back to our first response, or they're apologetic that they weren't able to pick up their voicemail."

And most importantly, once we have been given an answer, be it positive or negative, we are respectful of the advisor's wishes and move forward.

Listen to the entire interview with Erin: ["How to Have the Most Productive Relationship with Your Scheduler"](#)

Quality Lists

"Wholesalers are responsible for setting their scheduler up for success by properly formatting their list."

Having a list of 1,000 people to reach out to, especially lists that have no order or structure, is very difficult for even the most talented scheduler.

Wholesalers are responsible for setting their scheduler up for success by properly formatting their list.

This includes:

- Who is the core target?
- What types of relationship do the individuals on the list have with the wholesaler/the firm?
- Is this a list of advisors, branch managers, or other category?

Having a list that's properly organized helps your scheduler understand the importance and magnitude of the advisors they are calling.

For example, A Group or Gold List, or however it is that a wholesaler wants to classify their top producers, represents the advisors that wholesalers have the best relationships with.

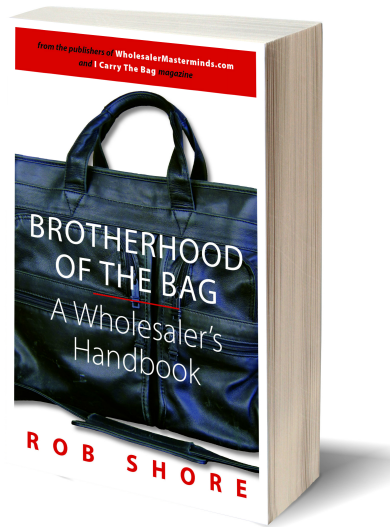
The next group, let's call it B Group, are the advisors that the wholesaler has a little bit of a warm relationship with.

Then you have the C Group, who may have no relationship at all with the wholesaler, but from whom the wholesaler is trying to generate new production.

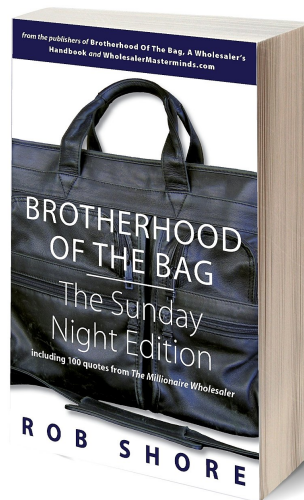
Each group is going to be approached in a slightly different way. Knowing the details behind the lists helps the scheduler position their outreach and follow-up in the appropriate context, which provides greater outcomes for the wholesaler.

Our Two Best Selling Books Written Exclusively for Wholesalers!

Brotherhood of the Bag, A Wholesaler's Handbook is MUST reading for the aspiring (or existing) external wholesaler!



For even more insights, be sure to read *Brotherhood of the Bag: The Sunday Night Edition: including 100 quotes from The Millionaire Wholesaler*



Summary

"Whether it's Wholesalers Masterminds® Schedulers, or any other company you choose to work with, having a good partnership with your scheduler is vital."

Erin explains that through patience and relationships, one of her wholesalers went 150% above his goal for the year by the end of the third quarter. "He thanked me specifically. He said I do the hardest part because I have to do the follow-up, and he is very appreciative of the organization that goes behind this."

Because we were able to stay current and organized with the follow-up, and keep advisors in front of this wholesaler, Erin directly helped generate more production and improve his business.

Whether it's [Wholesalers Masterminds® Schedulers](#), or any other company you choose to work with, having a good partnership with your scheduler is vital.

When you assist them with the right amount of organization, provide the right list, offer guidance combined with patience, and integrate them as a member of your team, significant business success can be realized.

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