



LexAlign Solution Messaging

Email, Voicemail, and Call Scripts

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Introduction

This document describes sales enablement materials for inside sales demand generation activities. The purpose of the demand generation is to set web meetings for sales people.

This document includes suggested content for:

- Emails
- Voicemail Scripts
- Call Script
- Objection Handling

The content focuses on the following:

Role	Focus	Titles
Treasury Management	Reduce Labor Burden <ul style="list-style-type: none">• Giving staff time back• Automating laborious tasks• Reducing the manual burden	Vice President of Treasury Treasurer Assistant Treasurer Director of Treasury Director of Treasury and Finance
Financial Institution Management	Improve Risk Management <ul style="list-style-type: none">• Reduce back-office efficiency ratios	CEO CFO COO Chief Risk Officer Chief Compliance Officer

Treasury Management: Email Series

EMAIL 1

Subject: Meeting Request

Hi {first Name},

We've spoken to a number of our treasury management clients who tell us they are under enormous pressure to reduce the labor burden of managing customer compliance associated with high-risk treasury services such as RDC and ACH origination.

They report that their current processes are extremely manual and time consuming, and take time away from highly trained and hard-to-hire treasury staff who would be better used helping grow the business.

Are you and your financial institution facing the same pressures?

We've introduced a new solution that automates commercial treasury compliance and security audits, as well as provides customer education and support, so that Risk Management for your treasury products is proactive, targeted, efficient, and routine.

The solution reduces the time spent per customer from several hours to a few minutes.

No more wasting bank staff time chasing down customers to collect and compile data. Another huge improvement is the visibility it gives you through robust analytics and reporting on customer audit status and risk factors. And you get to show substantial improvements in back-office efficiency ratios, customer risk mitigation including both compliance monitoring and support, and customer satisfaction.

I'd love the opportunity to show you our solution and discuss how it can help your organization.

Simply reply to this email and we'll be in touch to schedule a web meeting.

Sincerely,
{Signature block}

EMAIL 2 (send one week after email 1)

Subject: RE: Meeting Request

Hi {first Name},

Just a quick follow up to my email below to see if you want to learn more about our new solution that reduces the time spent chasing down treasury customers and collecting and compiling data from several hours to a few minutes, greatly improving back-office efficiency ratios.

Simply reply to this email and we'll be in touch to schedule a web meeting to show you how.

Sincerely,
{Signature block}

[Include first email as sent]

EMAIL 3 (send one week after email 2)

Subject: RE: RE: Meeting Request

Hi {first Name},

I wanted to get this email back to the top of your in-box as I realize it could have been buried with your busy workload.

We've been helping organizations like yours dramatically reduce the time their staff spends on managing customer compliance associated with high-risk treasury services such as RDC and ACH origination. Our solution automates customer compliance and security audits, as well as provides customer education and support, so that Risk Management for treasury products is proactive, targeted, efficient, and routine.

Would love to show you how, or if you could point me to someone in your treasury department that is more appropriate that would be greatly appreciated.

Simply reply to this email and we'll be in touch to schedule a web meeting.

Sincerely,
{Signature block}

[Include second email as sent]

[Include first email as sent]

Treasury Management: Voicemail Scripts

VOICEMAIL 1 (call one day after email 1)

Hi {first name} this is {name} with FIS.

I'm following up on an email we sent you about a new solution that reduces the labor burden of managing customer compliance associated with high-risk activities like RDC.

Our solution can cut the time you spend managing your treasury services customers from several hours to a few minutes.

I'd like to setup a web meeting to show you how we do it.

You can reach me xxx-xxx-xxxx or reply to the email we sent you and we'll follow up to set the meeting.

Thank you, goodbye.

VOICEMAIL 2 (call one day after email 2)

Hi {first name} this is {name} with FIS.

Just a quick follow up on an email we sent you about a new solution that reduces the time spent chasing down treasury services customers and collecting and compiling data from several hours to a few minutes.

We've been helping a number of Financial Institutions like yours manage customer compliance associated with high-risk activities like RDC.

I'd like to setup a web meeting to show you how we do it.

You can reach me xxx-xxx-xxxx or reply to the email we sent you and we'll follow up to set the meeting.

Thank you, goodbye.

VOICEMAIL 3 (call one day after email 3)

Hi {first name} this is {name} with FIS

Sorry for another voicemail, not intending to annoy, just passionate about the new solution we offer that can dramatically improve the inefficient manual processes most organizations use to manage customer compliance associated with high-risk activities like RDC.

If this is of interest, you can reach me xxx-xxx-xxxx or reply to the email we sent you and we'll follow up to set a web meeting.

Thanks very much, bye

Treasury Management: Call Script

Hi {first name} this is {name} with FIS

I wanted to see if you received the email we sent you about a new solution that reduces the labor burden of managing customer compliance associated with high-risk activities like RDC, do you recall receiving the email?

[If NO, they don't recall receiving the email]

Let me confirm your email address and I can resend it. [confirm email address]

The email describes our new solution that is helping financial institutions significantly reduce the time it takes to manage their commercial treasury customers, in fact, reducing the time per customer from several hours to a few minutes.

Are you looking to reduce the labor burden of managing the customer compliance associated with high-risk activities like RDC?

- [If NO, they aren't looking to improve]
 - Are you satisfied with your current process or are you not the right person for this?
 - [If satisfied with current process]
 - That sounds great, so you aren't concerned with the time it takes for your staff to manage your treasury customers?
 - [If Not Concerned]
 - Fantastic, are you using any software to help you, or do you use the standard emailing questionnaires and manually compiling the results?
 - [If using the standard approach]
 - Our solution can reduce the time it takes to manage commercial customers by up to 90 percent by automating the whole process, is that of interest to you?
 - [If NO]
 - Is there someone else in your organization that would be more appropriate for me to speak to about this? [collect a name and end the call]
 - [If YES]
 - Great, can we look at your calendar for a 60-minute web meeting in the next couple of weeks to show you how we do this? [set meeting, collect discovery info]
 - [If NOT satisfied with the current process]

- Our solution can reduce the time it takes to manage commercial treasury customers by up to 90 percent, can we look at your calendar for a 30-minute web meeting in the next couple of weeks to show you how we do this?
 - [If NOT the right person]
 - Is there someone else in your organization that would be more appropriate for me to speak to about this? [collect a name and end the call]
- [If YES, they are looking to improve]
 - Great, I wanted to see if we could setup a 60-minute web meeting to show you how we do it. Can we look at your calendar for something in the next couple of weeks? [set meeting, collect discovery info]

[If YES, they recall receiving the email]

Great, I wanted to see if we could setup a 60-minute web meeting to show you how we do it. Can we look at your calendar for something in the next couple of weeks?

[When setting the meeting, collect some **discovery info**:]

To make sure we make the best use of your time for this web meeting:

- Is there anyone else that should be invited to the web meeting?
- Can you tell me if you are the one that makes decisions about solutions that can help your business? Or is that done by others?
- Have you been actively looking for a solution to improve the labor burden of managing your commercial treasury customers?
- How many treasury customers do you have in total? How many using RDC?

Financial Institution Management: Email Series

EMAIL 1

Subject: Meeting Request

Hi {first Name},

We've spoken to a number of our Financial Institution customers who tell us they struggle with managing the risk of fraud from treasury products and services like Remote Deposit Capture (RDC). They've told us that their RDC customers are key to their commercial portfolio success, yet the current approach for managing the risk to regulator expectations is both hugely inefficient and highly ineffective.

They also say that it takes hours per customer to do the most basic compliance audits, yet losses from fraud continue to mount. It is both a burden for staff and an inconvenience for customers, with no obvious benefit.

Are you and your financial institution faced with the same concerns?

We've introduced a new LexAlign solution that automates customer compliance and security audits, education, and support so that Risk Management is proactive, targeted, efficient, and routine.

With LexAlign automation, your staff can focus on growth rather than compliance while customers enjoy a better experience and information assets that empower them to manage the risk themselves. LexAlign reduces the time spent per customer from several hours to a few minutes, enabling substantial reduction in back-office efficiency ratios. We hear from your peers that LexAlign enables them to grow beyond their geographic footprint and shift the cost of loss to their customers.

I'd love the opportunity to show you how we do this.

Simply reply to this email and we'll be in touch to schedule a web meeting.

Sincerely,
{Signature block}

EMAIL 2 (send one week after email 1)

Subject: RE: Meeting Request

Hi {first Name},

Just a quick follow up to my email below to see if you could benefit from our new solution that automates customer compliance and security audits and provides customer education and support, so that Risk Management is proactive, targeted, efficient, and routine. The solution greatly improves back-office efficiency ratios.

Simply reply to this email and we'll be in touch to schedule a web meeting to show you how.

Sincerely,
{Signature block}

[first email as sent]

EMAIL 3 (send one week after email 2)

Subject: RE: RE: Meeting Request

Hi {first Name},

I wanted to get this email back to the top of your in-box as I realize it could have been buried with your busy workload.

With LexAlign automation, your staff can focus on growth rather than compliance while customers enjoy a better experience and information assets that empower them to better manage the risk themselves.

Would love to show you how, or if you could point me to someone in your organization that is more appropriate that would be greatly appreciated.

Sincerely,
{Signature block}

[second email as sent]

[first email header as sent]

Financial Institution Management: Voicemail Scripts

VOICEMAIL 1 (call one day after email 1)

Hi {first name} this is {name} with FIS.

I'm following up on an email we sent you about a new solution that can help you manage the risk of fraud from treasury products like Remote Deposit Capture.

The financial institutions we've spoken to tell us that their RDC customers are key to their commercial portfolio success, yet the current approach for managing the risk to regulator expectations is both hugely inefficient and highly ineffective.

If this is true for you, our new solution could help more effectively manage these customers and lower the risk of fraud while significantly reducing your staff burden and improve your back-office efficiency ratios.

I'd like to setup a web meeting to show you how we do it.

You can reach me xxx-xxx-xxxx or reply to the email we sent you and we'll follow up to set the meeting.

Thank you, goodbye.

VOICEMAIL 2 (call one day after email 2)

Hi {first name} this is {name} with FIS.

Just a quick follow up on an email we sent you about a new solution that automates customer compliance and security audits and provides customer education and support, so that Risk Management is proactive, targeted, efficient, and routine. The solution greatly improves back-office efficiency ratios.

I'd like to setup a web meeting to show you how we do it.

You can reach me xxx-xxx-xxxx or reply to the email we sent you and we'll follow up to set the meeting.

Thank you, goodbye.

VOICEMAIL 3 (call one day after email 3)

Hi {first name} this is {name} with FIS

Sorry for another voicemail, not intending to annoy, just passionate about the new solution we offer that automates customer compliance and security audits and provides education and support, reducing the time spent per customer from several hours to a few minutes, enabling substantial reduction in back-office efficiency ratios.

If this is of interest, you can reach me xxx-xxx-xxxx or reply to the email we sent you and we'll follow up to set the web meeting.

Thanks very much, bye

Financial Institution Management: Call Script

Hi {first name} this is {name} with FIS

I wanted to see if you received the email we sent you about managing the risk of fraud from treasury products like Remote Deposit Capture, do you recall receiving the email?

[If NO, they don't recall receiving the email]

Let me confirm your email address and I can resend it. [confirm email address]

The email describes our new solution that is helping Financial Institutions manage the risk of fraud from customer activities related to RDC, while improving their back-office efficiency ratios.

Our clients tell us that their RDC business is the key to their commercial portfolio success, yet fraud continues to be a major concern.

Do you share this concern?

- [If NO, they aren't concerned]
 - Losses from RDC fraud continue to be significant for most financial institutions, are you not experiencing any losses from your RDC customers?
 - [If they don't have losses from RDC fraud]
 - That sounds great, are you using any software to help you avoid losses or are you using the standard approach for managing RDC customers that involves manually emailing questionnaires and manually compiling the results?
 - [If using the standard approach]
 - Our solution can reduce the time it takes to manage commercial customers by up to 90 percent by automating the whole process, is that of interest to you?
 - [If NO]
 - Is there someone else in your organization that would be more appropriate for me to speak to about this? [collect a name and end the call]
 - [If YES]
 - Great, can we look at your calendar for a 60-minute web meeting in the next couple of weeks to show you how we do this? [set meeting, collect discovery info]
 - [If they have losses from RDC fraud]
 - Our solution helps you manage the risk of fraud by giving you visibility through robust reporting by customer audit status and risk factors. Can we look at your calendar for a 60-minute web meeting in the next couple of weeks to show you how we do this?
 - [If NOT the right person]

- Is there someone else in your organization that would be more appropriate for me to speak to about this? **[collect a name and end the call]**
- **[If YES, they are concerned]**
 - Great, I wanted to see if we could setup a 60-minute web meeting to show you how we can help. Can we look at your calendar for something in the next couple of weeks? **[set meeting, collect discovery info]**

[If YES, they recall receiving the email]

Great, I wanted to see if we could setup a 60-minute web meeting to show you how we can help. Can we look at your calendar for something in the next couple of weeks?

[When setting the meeting, collect some discovery info:]

To make sure we make the best use of your time for this web meeting:

- Is there anyone else that should be invited to the web meeting?
- Can you tell me if you are the one that makes decisions about solutions that can help your business? Or is that done by others?
- Have you been actively looking for a solution to manage the risk of fraud from treasury products and services?
- Have you been actively looking for a solution to improve your back-office efficiency ratios?
- How many treasury customers do you have in total? How many using RDC?

Objection Handling

We have this covered

or

We are already doing everything possible to manage the risk of fraud from Treasury products

We hear that over and over; our new solution enables you to better manage the risk with far less effort.

Are you managing the risk by emailing questionnaires to your customers and manually compiling the results for those that return the questionnaire? Most organizations do this and yet the loss from fraud and customer mistakes continue to rise. If the whole process could be automated, reducing the time your staff spends on each customer from hours to minutes, would that be of interest?

We don't have time to look at this

Your staff's time is probably spent managing an ineffective manual process, would you see benefit in reducing the time they spend on each customer from hours to minutes so they can focus on growing the business?

We have people that take care of this

Wouldn't you rather they spend the hours per customer on growing the business rather than managing risk?

Our solution automates the entire customer compliance audit process and provides you with visibility into customer audit status and risk factors. If you could reduce the time your people spend managing treasury customers by up to 90 percent, allowing them to spend time growing the business, would that be of interest?

We aren't experiencing losses from Treasury products

That's great, wouldn't you want to increase revenue by more efficiently managing the customer compliance requirement?

Our solution identifies customers whose inactivity is related to unresolved risks like device issues. It also frees up your staff's time to focus on sales, not compliance.

We use BAM+ from Abrigo, isn't that the same thing?

BAM+ is a fraud **detection** solution. BAM+ focuses on transaction monitoring on the FI side, LexAlign is different, LexAlign is a compliance and fraud **prevention** solution.

Even with fraud detection solutions, our clients are still seeing big losses from fraud and customer mistakes. That's why we're excited to bring you the LexAlign solution.

Let's schedule a meeting to show you how it works.

We use Abrigo Due Diligence Manager, isn't that the same thing?

Abrigo Due Diligence Manager **primarily** focuses on streamlining the customer onboarding process. It can also make the one-size-fits-all audit questionnaires web-based instead of emailing them and replaces a small part of the manual process.

LexAlign is a next-generation solution that transforms the compliance assessment and management process and automates it completely. The LexAlign solution empowers customers to manage their risk.