

WHY?

Understanding the rational & emotional drivers of brokers.

Ever wondered why brokers submit business to you - beyond the understood rational reasons. Ever wondered why other brokers don't use you and why some stop using you, or even why they don't submit more business than you get?

Now you can discover the answers to those questions.

WHY?

Having worked for lenders, we get it. That is why we have WHY. This is a unique research solution, working with our colleagues at Pegasus Insight to give you invaluable insight into the real drivers of broker support. Why they choose you. Why they choose a competitor over you and so much more.

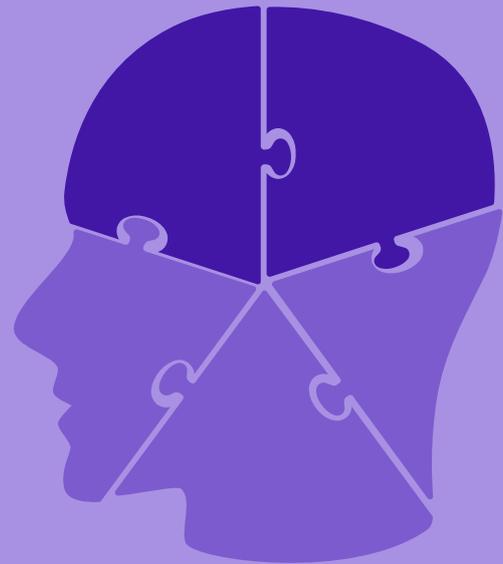
IT'S ALL ABOUT RATES & PRODUCTS?

When it comes to generating new business, as a lender you might think it is all down to rates, criteria and other product features.

Or service?

These are important, but there is so much more behind the reasons why brokers choose a lender over another.

There are rational and other emotional reasons.



RATIONAL MOTIVATIONS

Rational drivers include price, criteria, service, and your technology.

It is drivers like speed of decision and offer, certainty of decision, access to key staff

These are easier for brokers to quantify.

They are more logical. And they are more short term drivers.

👉 **These are the practical business reasons to choose a lender**

EMOTIONAL MOTIVATIONS

Emotional drivers focus around trust, formed by the relationships you build and your brand positioning.

They are formed more by your people.

They are based on experiences and perceptions

They are formed based on familiarity of your brand and people. These are harder to quantify as based on feelings

👉 **These are human, relationship-driven reasons that may override pure logic**

BENEFIT FROM...



COMPETITIVE EDGE

Tailor your own research with us to get an advantage in the market.



POWERFUL INSIGHTS

The insights will help you invest in the right areas and gain margin



INCREASED BUSINESS

This will help you increase sales volume. in the short term and the longer term too



EFFECTIVENESS

It will give you the insights to do the right things right and invest in areas that matter.



GREATER LOYALTY

It will help you generate more business, more often, from more brokers.



PROVE YOUR WORTH

It will give you the insights to show the value of what you do.

THE PROCESS

WHY has a goal of delivering insight that helps you understand the rational and emotional drivers behind a broker choosing one lender over another.

It will consist of qualitative and quantitative research. This is a bespoke piece and will be aligned to what you want to uncover.



Quantitative

This stage is to help understand those rational drivers and aid segmentation, and to begin to understand emotional drivers too.



Qualitative

We will then understand those emotional drivers through in-depth interviews and maybe focus groups, depending on the structure.



Report

We will then talk you through our findings and help create actions that matter.

You will discover:
Immediate choice drivers (fuelling growth now).
Sustained preference drivers (building brand growth).
And the overlap (factors that do both)

FAQs

Q. How long will it take to deliver WHY to our business?

A. This will be dependent on the overall scope but typically it will be about 6 weeks. We will agree timescales with you upfront.

Q. Do you limit who you work with?

A. We only work with one company (within a product sector) at a time.

Q. Can we influence the design of our WHY project?

A. Yes, we will deliver a conceptual framework and the detailed approach will be agreed between us.

Q. What will receive at the end of our WHY project?

A. We will provide a detailed management report and presentation including our tactical and strategic recommendations for your business.

Q. Is the report/presentation the end of your involvement?

A. No, it need not be, we'd be delighted to discuss ways in which we can help embed our recommendations through coaching and consultancy solutions.

Q. What is the cost of WHY?

A. It will be bespoke to your needs but as a guide it is likely to be from £12k to £15k

ACT NOW

To get insights before your competitors do - reach out now. We will only work with one lender (in each sector) at any one time - so book your space.

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