



Leadership Insights: Jesse Davis



An untrained sales team is one that is unlikely to achieve real success. This is detrimental to any business and to its team members, who will feel unsupported—all this leading to lower sales and high turnover.

A technician would not be sent into the field without having the appropriate training, tools, and certifications required for their competency and caliber of work. In the same manner, a sales rep sent into the field without the right knowledge and tools cannot be expected to deliver the level of Customer service and sales volume expected.

GreenSky has always believed that part of our ongoing role is to train our Merchants. Our service does not end with the GreenSky Merchant Portal and the loan plans selected by your Customers. In fact, it's quite the opposite. The training begins with onboarding a new Merchant and goes from there. We know it's essential to your success that we continue to provide the tools and training your team needs to be effective while presenting financing within their sales cycle. In addition, we are regularly introducing new features that will impact your team's efficiencies and how they can accommodate your Customers' unique needs. Staying apprised of updates, such as the ability to manage credit limit increases within the Merchant Portal and add a co-applicant to the prequalification step for more accuracy in the Customers' credit bandwidth are just a few examples of the ongoing enhancements your team should be trained on so they can continue to evolve their sales dialogue.

Remember, we are here to support you, not just at the beginning of the relationship, but throughout our enduring, successful partnership.

Jesse Davis
Managing Director – President, Home Improvement
GreenSky, A Goldman Sachs Company

Here's what You'll Find in this Month's Newsletter:

- Know Your Buyer: The Top 8 Demand Drivers
- Do Home Improvement Businesses Need to Know About Lead Scoring?
- Artificial Intelligence (AI) - Understand and Adapt or Ignore?
- On the Road Again: Upcoming Opportunities to Meet in Person
- Resources to Help You Get the Most from the GreenSky Program
- Monthly Compliance Message

Know Your Buyer: The Top 8 Demand Drivers



How can you know your buyer's actions and decisions before they have even been identified as a lead?

It's called demand forecasting, and it takes into account many factors (called demand drivers) that get rolled into helping you understand how to plan for your next quarterly or annual projections and market to your audience. It boils down to making informed predictions about the future for your business so you can set educated expectations about your annual revenue growth and be prepared with appropriate staffing, inventory, and other resource needs.

Demand forecasting, as part of broader considerations, can help you adapt and establish your company to be poised for success in both the near and long term. It should be used alongside other factors as an estimated or approximate picture of what's to come.

According to the [Home Improvement Research Institute](#), there are eight significant demand drivers that contribute to accurate demand forecasting for home improvement products and building materials:

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| 1. National Housing Supply | 5. Weather Patterns |
| 2. Homeowner Mobility | 6. Construction Related Legislation |
| 3. Age of the Housing Stock | 7. Community Culture, Generational, and Regional Psychographics |
| 4. Available Funds/Consumer Cash on Hand | 8. Current Events |

More detailed descriptions of these drivers and how you can apply the outcomes of demand forecasting can be found in the full-length article: [The Top 8 Demand Drivers for Home Improvement Products Purchases](#).

Do Home Improvement Businesses Need to Know About Lead Scoring?



Maximizing your sales reps' time in the field and supporting them with qualified leads is essential to the success of your home improvement business, so the answer to the question of whether you need to know about lead scoring or not is a resounding "yes".

You likely make a significant investment of time and resources in getting leads for your sales team, such as home show participation and other event involvement, opt-in communications via phone, email or webform, advertising, and direct canvassing. But how do you determine which leads are more likely to close? One proven method is by using lead scoring.

When it comes to leads, quality can be more impactful than quantity. Lead scoring goes far beyond simply counting the number of leads you get from a given source. The idea is to score leads based on specific attributes to determine the source and makeup of leads who are likely to become Customers.

Begin by reviewing your existing Customers who came in as leads and identifying similar attributes that may be worth considering when making future lead-generation plans. It can also be useful to create a buyer persona for behavior- and demographic-based marketing.

Check out [How to Improve Your Lead Scoring System](#), from Mailchimp, which provides a simple overview on how to get started.

Another resource offering insights - from HubSpot, read-on for [Lead Scoring 101: How to Use Data to Calculate a Basic Lead Score](#).

Artificial Intelligence (AI) - Understand and Adapt or Ignore?



Does AI have an impact on home improvement businesses, and how much do you know about it?

According to a [recent article from Goldman Sachs: Generative AI could raise global GDP by 7%](#), referenced in further articles with additional perspectives from [Business Insider](#) and [CNBC](#), AI's impact on labor productivity depends on its capability and adoption timeline.

So, that brings us to the questions of the day — How fast is this happening and what exactly can AI do or not do?

Among other insights, Goldman Sachs' article highlights an estimated equivalent of 300 million full-time roles that ultimately could be disrupted by AI. However, the report also said that jobs involving manual labor are less likely to be impacted. Specifically, the report predicts that only 6% of jobs in construction will be affected by AI while back-office functions, such as accounting, inventory control, and estimating, will experience productivity increases.

That outlook was bolstered by a [recent article from Construction Dive](#) predicting that AI will enhance jobs, not replace them.

Check out [additional articles from Goldman Sachs](#) examining AI and its potential effects on investments, specific industries, and the future of work. On the same webpage, you can enter your email to begin receiving BRIEFINGS, a Goldman Sachs newsletter about trends shaping markets, industries, and the global economy.

On the Road Again: Upcoming Opportunities to Meet in Person



- September 6 – 7, 2023: [GAF West Area Roofer's Expo](#) – Temecula, California
- September 11 – 13, 2023: [The Pinnacle Experience](#) (Pro Remodeler) – Philadelphia, Pennsylvania
- September 13 – 14, 2023: [ServiceTitan Pantheon](#) – Orlando, Florida
- October 3 – 6, 2023: [Service World Expo](#) – Phoenix, Arizona
- October 5, 2023: [CertainPath Partner Jam](#) – Temecula, California
- October 15 – 17, 2023: [Neighborhoodly Reunion](#) – Aurora, Colorado
- October 16 – 18, 2023: [QR Top 500 Live](#) – Las Vegas, Nevada

Resources to Help You Get the Most from the GreenSky Program

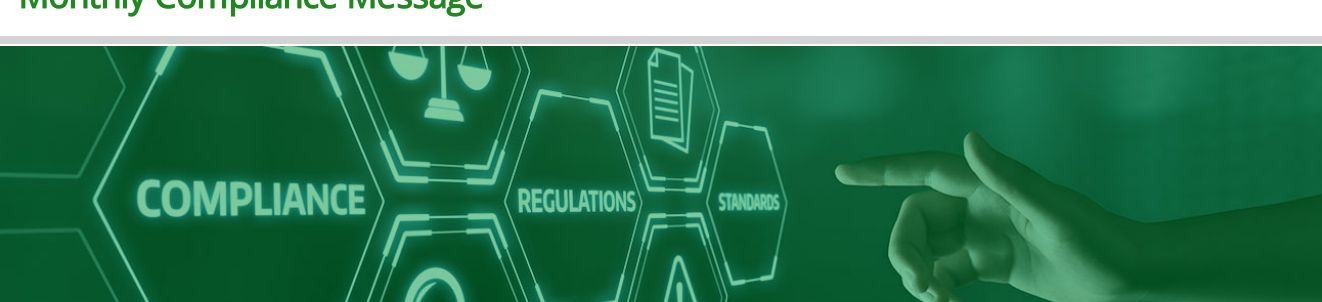


GreenSky Digital Resource Kit - This collection of marketing assets is designed to simplify your marketing initiatives and save you time, with collateral that is well-designed, easy to produce, and meets the GreenSky Marketing Compliance requirements.

Items available for download include:

- **Print Marketing:** Door Hangers, Postcards, Lawn Signage, Consumer-Facing Pamphlet, Print Banners, Counter Card
- **Supported Ad Templates:** for print or digital utilization
- **Web/Digital Marketing:** Social Media Graphics, Promotion Email Template, Web Banners
- **Other:** Car & Truck Magnets, Decals & Window Clings, GreenSky/Goldman Branding

Monthly Compliance Message



Thank you for your continued participation in the GreenSky® Program. Your participation is subject to various program rules and obligations, including, but not limited to, ensuring that your Customers are aware of and authorize the submission of any credit application or transaction. Although the Program Agreement and Operating Instructions are available any time, we want to communicate with you regularly about various compliance issues important to your participation.

First, this month, we are highlighting the importance of protecting vulnerable adults, including the elderly, non-English speakers, and the disabled, from unfair or abusive sales practices or other means of financial exploitation. To protect Customers from financial abuse, the GreenSky Program does not accept Power of Attorney (POA) authorization for submitting applications. All applicants must submit a loan application in their own name. Protecting vulnerable adults is extremely important to us. To do our part, we conduct Customer satisfaction calls, manage a Complaints Management Program, and review calls from Customers who may have experienced abuse.

Here are several ways you can help protect your Customers:

- Do not engage in high-pressure sales tactics
- Make sure you are not using misleading or deceptive terms, phrases, or descriptions when discussing financing products
- Be cautious of requests for expensive services or projects that do not appear to be appropriate for the vulnerable adult's current personal and financial situation
- Ensure that your sales associates and employees with financing responsibilities are trained on the GreenSky Program and the need to be aware of the abuse of vulnerable adults

An additional note related to Merchant Fees and the Program's prohibition of surcharges:

Second, we would like to remind you that you are prohibited from surcharging your Customers for Merchant Fees. This means you cannot charge Customers who finance with GreenSky more or differently than other Customers, to cover the cost of your Merchant Fees. This is an important protection for our Customers and our Program. We appreciate your commitment to complying with the Program requirements.

As always, if you have questions, please contact your Client Growth Manager or reach us at 1-800-357-1558. We're here to help!

Thank you for partnering with us,

The GreenSky® Team

