

Small Business Marketing

Products & Practices to Attract Small Business Clients

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Why Small Business?

- **Small Business**
 - More profitable than the average standalone retail customer
 - Greatly underserved by the large regional and mega banks

- **Community Banks Satisfy Most Small Business Financial Needs**
 - Cash management
 - Lending services

- **Small Business Profile**
 - Often closely held....family run
 - Community oriented
 - Culturally very similar to community banks and credit unions

What Products are Available in the Marketplace?

- Credit products most commonly offered to small business clients
 - Lines of Credit
 - Term Loans
 - Leasing
 - Commercial Real Estate
 - Letters of Credit
 - Time Notes
 - Business Credit Cards

What Products are Available in the Marketplace?

- Cash management products most commonly offered to small business clients
 - Deposit Accounts
 - Online Bill Pay
 - Remote Deposit Capture
 - ACH Processing
 - Merchant Services
 - Wire Transfers
 - Lockbox

Who Will Own The Responsibility?

- Resource Assessment
 - A Dedicated Small Business Department
 - Includes credit, cash management, marketing and customer service
 - Expensive requiring additions to staff and facilities
 - Commercial Loan Officers
 - Experts in their field
 - Time best served working with the larger commercial deals that will generate substantial interest income to the bank

Who Will Own The Responsibility?

- **Resource Assessment**
 - **Business Development Officers**
 - Similar to commercial lenders; experts in their field
 - Can be a great but often limited resource in this area; to add this responsibility to their duties could require expensive additions to staff
 - **Retail Branch Staff**
 - Often perceived as having a lack of expertise...often underutilized
 - Are also greatest resource for human capital

Who Will Own The Responsibility?

- **Combined Effort can be the Most Effective and Efficient Option**

- **Tasks for Single Small Business Expert**
 - Train the retail staff to identify and qualify small business opportunities
 - Train and assist the retail staff in underwriting small business loans
 - Act as liaison between commercial lenders, cash management officers and retail staff to ensure the highest levels of customer service and no missed opportunities

Market Sourcing / Lead Lists

- How are you attracting NEW customers?
 - Feet on the street?
 - Market on the move?
 - Outbound calling?

- Where are leads and prospects going to come from?
 - Existing Customer Database
 - Prospect Generation
 - Dun & Bradstreet
 - Credit Bureaus (Equifax, TransUnion, Experian)
 - infoUSA
 - OneSource (Now Avention)
 - City Hall New Business Listings

How do we Maintain the Small Business Relationship?

- Sales & Service Model
 - Is there one in place?
 - How effective is it?
 - How do you measure its performance?
- Educated and knowledgeable staff
 - Ongoing education process of products and services
- Efficient Processes
- Access to Knowledge and Issue Resolution
- Understand Industries and Demographics of the Business Community
- Community Involvement and Relationship Generation
 - Time and energies spent networking and cultivating COI's



Questions?

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