



SME FINANCE
FORUM



Webinar - Ten Steps to SME Banking Success

Tom Doherty, Managing Director and
Head of Business Banking, The PrivateBank
tdoherty@theprivatebank.com

Charles Wendel, President, FIC Advisors, Inc.
cwendel@ficinc.com

The Small Business Checklist: Ten Key Questions



1

How does your bank define Small Business and why?

- Segmentation Strategies?

2

Where does Small Business report? Why?

- Branch/Business Banker, Partner or Compete?
- Business Banking/Commercial/Wealth

3

What level of priority does the small business segment have versus others? Has senior management demonstrated a commitment to this segment? How?

4

What is the quality of your Business Bankers?
What is the quality of your Business Banking Managers?

The Small Business Checklist: Ten Key Questions



5 What percentage of time do bankers spend on sales versus administration activities?

6 How do you differentiate in your products, service, delivery model from the client's perspective?

7 How effectively does the bank sell to the household versus the business only?

The Small Business Checklist: Ten Key Questions



8

Have you evaluated working with vendors and third-party lenders to reach more customers and improve the customer experience, for example, by offering mobile banking?

9

Is your credit process streamlined? How long is required to approve small business versus larger loans?

10

Does compensation encourage a strong sales effort?

Finally, the Top Three Opportunities:



1

Differentiate on a relationship model with tangible and accountable tactics

- Sell to business, owner, and employee

2

Focus on streamlined credit process and structured sales process

- Partner where difficult to overcome

3

Upgrade staff rather than try to change banker DNA

- Incent behaviors that drive long term results



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