

## TIPS FOR BANKING SMALL BUSINESS OWNERS

### Individually Owned “Main Street” Firms

- Be a “chameleon” to relate better (when in Rome)
- Relate to their industry with curiosity - not expertise
- Respect their hard work and crafts
- Dress business casual - avoid suits
- Provide advice with kid gloves
- Life insurance is important to help secure loans

### Family or Partnership Owned “Main Street” Firms

- Asking important questions about family and partnership must be earned
- Relate to all influential partners
- Become an insider by deep diving their business and industry
- Be on the lookout for “Trigger Events”
- 50/50 partnerships may result in higher degree of conflict

### Innovative, Growth-Minded Entrepreneurs

- The risks are greater due to entrepreneurial personality
- The risks are greater due to unproven ideas brought forth
- Maintain stringent loan agreements
- Bring forth connections with experts that help them grow and succeed

**Deep knowledge of industries is more important in today’s economy than ever before!**

Vertical IQ is your source for Actionable, Convenient, & Focused Industry Intelligence, including detailed forecast data on over 550+ industries.

## Readiness Wins

Actionable, Convenient, and Focused Industry Intelligence