

Are you ready to take your Business Banking relationship to the next level?

Establishing a personal relationship with your Business Banker is one way to show him or her the unique value of your business. Banks strive for a long-term, profitable relationship with each business customer, and both the banker and the business has a mutual role to play on the path to overall success.

Developing a meaningful relationship is a two-way street — so how do you know if your banking relationship is meaningful? To find out, take the “Relationship Test” by responding ‘True’ or ‘False’ to the following questions.



- 1)** My firm has a Business Banker assigned to our account and we have contact (by phone, e-mail, or in person) at least once per quarter to update the bank on recent developments at our firm and within our industry.
- 2)** Our bank relationship manager understands our industry, our position in the industry, our firm’s value proposition, where we are today, and where we’d like to be in the future.
- 3)** We provide our banker with updated financial information regarding our progress toward achieving our goals on a timely basis. This includes: historical and projected balance sheet, income statement, cash flow information, projection assumptions, and commentary on actual performance.
- 4)** Our senior management team meets annually with our Business Banker and his/her boss to discuss our financial performance and challenges and to understand the bank’s perception of our performance.
- 5)** Our Business Banker proactively brings us ideas to help us achieve our goals.
- 6)** We make sure our Business Banker is aware of our other banking relationships both business and personal. In addition, we provide our Business Banker with referrals to other profitable businesses.

How did you fare in the quiz?

If you responded ‘True’ to all: You have a close relationship with your banker.

Four or Five: You still have room for improvement in developing a meaningful dialogue with your banker and benefiting from his or her advice and counsel.

Three or Fewer: You may be putting your business at a competitive disadvantage in terms of:

- Receiving the funds you need to grow and prosper
- Obtaining the best rates available for the financial services needed to operate
- Receiving “ideas and advice” to help you achieve your desired business goals

Look for a local bank that rewards the relationship approach, and look for a banker who can give you the financial advice needed to survive and thrive in today’s ever changing economy.

[**Go to the SNBT Business Loan Page.**](#)