



The Small Business Insider's Guide to Bankers (Psi Successful Business Library)

Suzanne Caplan, Thomas M. Nunnally, Linda Pinkham

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Small business owners and bankers often join together in a forced alliance. In reality, their goals are very similar - one is seeking capital to use to fuel the profits of their business and the other is seeking quality loans to fuel the profits of their bank. The Small Business Insider's Guide To Bankers is meant to enhance the relationship between the entrepreneur and the banker.

Learn how to select the best bank and banker to meet the needs of your business. Get an insiders view of the inner workings of a bank. Become more familiar with the benefits gained from a positive working relationship with your bank. Discover how to identify who the important decision-maker is in your bank.

The Small Business Insider's Guide To Bankers compares large, mid, and small-sized banks and with this information at hand provides their strengths and weaknesses. The book describes how and when to approach the banker and what to expect in the way of attention and service.

Learn a great deal about what types of loans are available and how to find the best fit in relation to your company's capital and cash flow needs. Increase your chance of having your loan approved by following an in-depth explanation of the elements of a successful loan package.

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