



## The Small Business Insider's Guide to Banks (PSI Successful Business Library)

By Suzanne Caplan, Thomas M. Nunnally



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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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### **Editorial Review**

From the Publisher

In business, the banker and the institution they represent are often perceived as opponents to your business' success. Shows why business owners should take a leading role in developing and nurturing a worthwhile and lasting partnership with their banker. This inside look will help new, as well as seasoned business owners develop a functional understanding of how the banking industry operates, how to speak their language, and how to turn your banker into an advocate for the growth and success of your small business.

About the Author

Suzanne Caplan is a speaker, author and consultant. She has presented seminars to small business owners on numerous topics ranging from "Pricing for Profit" to "Niche Marketing." Ms. Caplan works with Small Business Development Centers across the nation as-well-as the Small Business Administration. She created a program for women entrepreneurs at Wharton School and developed a similar program for Women in Management at Henley in Thames, England. Formerly the CEO of Pittsburgh Glove Manufacturing, and one of the founders of a database information network designed to broker safety equipment, Ms. Caplan has authored 3 other small business titles.

Thomas M. Nunnally has a banking career that spans 26 years in commercial lending, primarily in community banks serving small business and professional practices. He is a past CEO of Iron and Glass Bank, of Pittsburgh, PA, and has also served as Senior Loan Officer of NorthSide Bank, a \$180 million institution. At both banks, Mr. Nunnally was instrumental in increased deposits over 33%. He is a graduate of University of Georgia and holds an MBA from the University of Arizona.

### **Users Review**

**From reader reviews:**

**Marjorie Batchelder:**

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