

# SMBanking/**FORWARD**

ATTRACT

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#SMBForward

# FOUR PRINCIPLES

that any FI can implement  
now to **attract small business.**

# 1

Set the foundation.

**Decide where SMB resides internally and keep it there.**



# 2

See their business  
with a growth lens.

**Small does not mean less than.  
Small is a starting point.**



# 3

Adopt a common language.

**Speak the language of their business  
- and if you don't know it - ask.**

# 4

Think broadly.

**Business owners are consumers too –  
see beyond the coffee counter,  
work truck or office desk.**



# FOUR

## PRINCIPLES

to attract  
small business



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SMBanking/**FORWARD**

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