SMBanking FORWARD

ATTRACT

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Set the foundation.

Decide where SMB resides internally and keep it there.

See their business with a growth lens.

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

Adopt a common language.

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

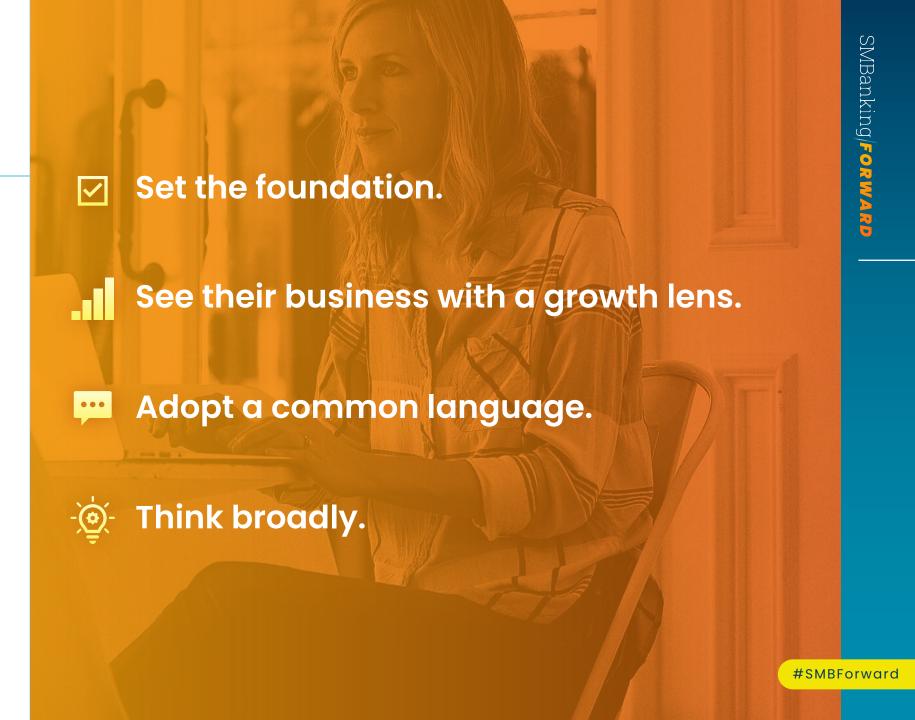


Think broadly.

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

FOUR

to attract small business



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#SMBForward