

### Business Lending

✓ **What we do:**

We get our customers money when they need it.

✓ **Why we're good:**

- \* Terms from 5 - 20 years
- \* Longer maturity than conventional bank loans
- \* Nation's largest non-bank government guaranteed lender
- \* \$50,000 to \$10 million available

✓ **Identification Questions:**

- \* Do you have a financial need we could help with?
- \* Are you looking to refinance any of your business loans?
- \* Does your business need to improve its cash flow?
- \* Does your firm have receivables?

### Payroll

✓ **What we do:**

\* We make payroll simple for our customers by providing them an online payroll system.

✓ **Why we're good:**

- \* Dedicated representative for your account 24/7/365
- \* Guaranteed savings of 20% compared to ADP or PayChex
- \* Accurate tax filings guaranteed

✓ **Identification Questions:**

- \* Do you want to simplify your payroll?
- \* Do you want to save money on payroll?
- \* Do you want to take the guesswork out of your worker's compensation insurance payments?

### Merchant Processing (EPP)

✓ **What we do:**

\* We make it easy for businesses to accept credit cards online, on-the-go, and at their retail location.

✓ **Why we're good:**

- \* We process more than \$4 billion annually
- \* 4th fastest growing merchant processor in the U.S.

✓ **Identification Questions:**

- \* Are you happy with your current merchant processing provider?
- \* Are you looking for better merchant processing rates?
- \* Would you like a free analysis of your merchant processing fees to see if you're getting the best rate?

### Insurance

✓ **What we do:**

\* We work with our customers to ensure they have the right coverage at the right price.

✓ **Why we're good:**

- \* We work for our customers, not the insurance company
- \* We shop more than 40 highly-rated carriers to find the best deal
- \* We provide personal and commercial insurance
- \* We provide consulting for the Patient Protection and Affordable Care Act (PPACA)

✓ **Identification Questions:**

- \* Are you confident that you have all the coverage your business needs at the right price?
- \* Do you need help understanding your insurance?
- \* Would you like a free insurance analysis to make sure you're receiving the best prices and the right coverage?

### Website Design

✓ **What we do:**

\* Our design team builds beautiful and effective websites which are ecommerce and mobile ready.

✓ **Why we're good:**

- \* See our work: [www.thesba.com/portfolio-2/](http://www.thesba.com/portfolio-2/)
- \* State of the art ecommerce cloud infrastructure

✓ **Identification Questions:**

- \* Are you happy with your website?
- \* Are you happy with how many website visitors you have?
- \* Do you need help with your website?
- \* Do you need to update your website?
- \* Would you like help setting up your site for ecommerce?

### Conversation Starters

- How's business going?
- What does your business do?
- I like your website, what does your organization actually do?
- How does your business compare to your competitors?
- What do you think about the new insurance laws?
- Do you get a lot of traffic to your website?

