



Get That Business Loan: Convince Your Banker to Say Yes

Harley A. Rennhoff

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Don't let your banker intimidate you! All too often, loan applicants fall victim to this technique and lose their approved package. Convince your banker to say, "Yes," with Get That Business Loan.

Analyze your banker's business style and put it to work for you. Discover the personality traits and business characteristics of the six types of loan officer: the Morale Booster, Doctor No, the Young Turk, the Mole, the Cash and Carry Boy, and Mother Earth.

Learn what to include in your loan submission package and how to present it with maximum effectiveness. Traditional banks and thrift institutions are no longer the only alternatives for funding. Life insurance companies, mortgage banking firms, partnerships, and commercial paper transactions are only a few of the thirteen resources available to qualified applicants.

Proper preparation for the loan interview is crucial. A thorough list of do's and don'ts will help you avoid the common pitfalls of presenting your case. Once the loan has been approved, the "seven deadly sins" can still prevent your obtaining the cash. Whether you need one thousand dollars or one million, Get That Business Loan will help you get that vital capital.

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Lola Taylor:

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