

# MEMBER BUSINESS UPDATE

INTELLIGENCE FOR FORWARD THINKING BUSINESS LENDERS

MARCH 2014



## MBL OFFERS FREE WEBINAR TO YOUR STAFF

Offering a new service to your members can be a daunting task. You want your staff to be as prepared as possible before you offer your members a service as big and as important to your credit union as Business Services.

Educating your staff may be one of your most critically important tasks in organizing and starting a business portfolio. This education can be accomplished in one of two ways. Trial and error could put your credit union into deep water as they try to learn by doing, or they can be educated by the expert staff at the nation's leading Small Business Lending organization - Member Business Lending. MBL offers a full slate of Business Lending Educational Development Webinar Services so you can avoid the disastrous mistakes of inexperience as you roll out business lending to your members. Each month a 90-minute session from the experts at MBL is presented. You can select how many of your staff attends the session. All of your staff is welcome.

This month's Webinar, **Building Your MBL Safety Net**, will be presented on March 12, 2014 at 2:00 PM (MST). It will discuss

preventing and clearing exceptions. The session is designed for all staff personnel involved in selling, packaging and processing business loans or lines for your credit union members. We will devote the sessions to those items/exceptions that are critical for protecting guarantees and keeping files ready to withstand an audit.

After a discussion of the communications methods available to you, such as

- Secure Email
- MBL's FTP site
- The MBL Portal

the educational session will then focus on the following exceptions:

- Workflow exceptions
- Insurance (Liability, Workman's Compensation, Hazard, Life and Flood)
- Site visits
- Documents signed by the credit union
- Documents for loan distribution

The session will also cover the importance of getting exceptions cleared quickly, your handling of annual reviews, and collateral being in jeopardy if there is a loss.

To help the MBL staff track which members and participating credit unions are receiving the educational Webinar sessions, we ask you to register using the registration button on your invitation to the session.

As an additional value to you, MBL can build a customized individual educational program covering a cornucopia of topics as requested by the credit union's leadership team.

### LET'S GET CRACKIN'

At the recent Government Affairs Conference, Kent Moon, MBL President/CEO, noted that several non-participating credit unions showed great interest in developing a business portfolio. That indicates a strong demand in their market places. While activity begins to encroach on existing market places, Moon suggests we do as the pistachio people say, "Let's Get Crackin'."

### HOLIDAY CLOSURES

May 26      Memorial Day

### CURRENT RATES

WSJ PRIME	3.25%
1-Month LIBOR	3.16%
SBA Fixed	5.31%
SBA Peg Rate	3.13%

## CULTURE CHANGE IS BEST BUSINESS STRATEGY

If you are going to be successful in building your business portfolio, you should build and allow a sales culture to grow in your credit union. We suggest that your first priority be to develop a sales culture in your credit union.

Traditionally, credit unions have become “order takers” and business comes to them. Encouraging a deeper sales culture requires the culture growing from the top of the organization down. Incentives for success need to be developed and paid near the time of the success. Sales cultures do not thrive in a micro-management environment. It is human nature for employees to challenge the development of a sales culture, and they will test the organization’s resolve. Cultures do not change in an instant, so don’t expect everything to change all at once.

The CEO and the Senior Management Team have to support the change openly, with each of their decisions and management styles. But in the end, employees and management will find that they will enjoy being part of a sales culture model that works.

## EXPEDITE YOUR PROCESSING USE YOUR OWN CREDIT UNION FORMS

Perhaps you have wondered or asked if you can use your own forms when working with MBL. The answer is an emphatic YES.

Use your own credit memorandum. Send your own forms and we will adapt to those forms on the MBL end.

If you have questions or want to build your own forms, we invite you to contact Lyman Williams at [lwilliams@mblllc.com](mailto:lwilliams@mblllc.com).

## GOALS TRANSLATE TO GROWTH

You can drive growth in your business portfolio by setting easily reachable goals. A best practice goal to easily reach is one given to your branches. If you are taking business loan applications in your branches, this will be an easy goal to set for them: One Business Loan per Branch per Month. If you are not and are using branches to make referrals to the lending department in your credit union, then this can be your goal: One Referral per Branch per Month. You’ll see activity begin to increase as you set these goals and monitor activity toward meeting the goals.