

A man and a woman are sitting at a wooden table in a bright office with large windows overlooking green trees. The man, wearing a blue checkered shirt and glasses, is gesturing with his hands while speaking. The woman, with long brown hair and wearing a black patterned top, is listening attentively with her hand on her chin. A tablet and a laptop are on the table.

GETTING TO KNOW YOUR CLIENT

TEMPLATE

GETTING TO KNOW YOUR CLIENT

TEMPLATE

Understanding your client is key to being able to provide the best service and helping them work out the right solutions for their finance needs..

We've developed a range of questions that are designed to help you build a solid understanding of your client's business, what their goals may be and how their business operates. No matter how much research you have done beforehand, it's always a good idea to have your client talk about their business firsthand so you get a really clear picture.

This questionnaire can form part of a conversation with a new client, or even as part of reconnecting with an existing client. It can also become a great reference to support future conversations. When preparing for a client meeting, we suggest pre-selecting areas that you think would be most relevant to your client's business.

1. Your client's personal goals

- What made you start your business?
- Do you have any family involved in the business?
- What are your personal goals for the next few years?

2. Your client's business goals – what's important for your client to achieve

- Do you have a vision for your business over the next 5 years?
- What are your short-term goals?
- And for the next 6-12months or 24 months?

3. Understanding your client's business

- Tell me about your business?
 - Did you have any industry experience before starting your business?
 - What is the structure of your business/company?

- Tell me about your products/services?
 - Who are your customers?
 - Where are they located or how do you find them?
- How do you differentiate yourself in the marketplace?
- Do you know anything about your competitors?
 - How does your business compete with competitors? e.g. customer service

- Do you have any business opportunities in mind you would like to pursue in the future?
- What internal or external factors could affect your business and future plans?
- What plans do you have to grow, diversify or change your business?
 - What resources would you need to action those plans?

4. Understanding your client's banking preferences

- Who is your primary bank that caters for your business and personal banking needs?
 - If chosen a different bank for personal or business – prompt: Can I ask why you haven't kept your business together?
- How do you like to perform your banking tasks associated with your business?
 - When do you prefer to have a F2F (face-to-face) conversation vs completing transactions online?
 - What's important to you when dealing with a Broker or Bank?

5. Understanding your client's business' current financial situation

- How does your current business cash flow cycle work?
 - What type of suppliers do you have?
 - What does your ideal debtor/creditor cycle look like?
 - Are your suppliers in a good financial state (from what you can tell)?
- Are there any seasonal factors associated with your business that will impact your ideal cash flow level?
- How do you manage your day to business expenses?
- How do you fund new business growth initiatives?

6. Understanding your client's current financial needs

- Are there any specific lending needs you would like to talk about now?
 - Do you have any historical or current credit history we should be aware of?
(Only ask if client has indicated that they are in the market for lending)
 - The **ANZ Quality Conversations Guide for Cashflow for Growth** can help you continue this conversation

7. What action plan or next steps did you agree with your client?