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Leveraging Trends to Win Business

MANY OF OUR CUSTOMERS are small to mid-sized businesses that have much larger companies among their clients. Large companies have spent the last few years becoming very lean and shelving a lot of projects. Now that some growth is occurring, when they see more demand coming in from their customers, they start to work on that list of projects. What are the trends in large companies that you can capitalize on to increase your chances for success in this economy of slow growth?

The projects that tend to get the green light are often not those that drive sales, but those that make the company more efficient. Many companies are not completely confident that strong sales growth is available to them, so any time they can become more efficient and save money, they're more willing to invest. Here are some of the business trends we're seeing:

Internet & Mobile: Many companies have altered their spending on training, often by having training for their personnel done through the Internet. In addition, they're looking for ways to use smart phones and apps to make their people more efficient from any location. Will your business help them push out information and become more mobile, or train their people more cost-effectively?

Give Them the Benefit of Your Efficiencies: Over the last few years many companies lowered their inventory levels as they became leaner and some got

used to running with fewer personnel. Now as they begin to grow, they may not feel confident about bringing on more capacity. Providing scalable capacity or fast delivery of inventory can win you that business.

Demonstrate Results: Companies are getting better at being able to identify value and see efficiencies internally. It's easier to go in and pitch that you can save them \$100,000 if they spend \$20,000. Many companies are still risk-adverse for pitches about growing sales. Give them examples of the work you've done that helped other companies become more efficient.

The era of companies saying, "Hey, we're making so much money, we're just going to spend this and take a shot at it" is gone. Growth is still happening and sales are being made. Focus on efficient technologies, scalability and results to give your company an edge in its growth.