Maximize Your Customer Acquisition or…

John Kropf, President Growth Capital Corp | June 10, 2014
“How to Sell Loans”

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Background

Growth Capital Corp
- SBA Certified Development Company in Cleveland since 1981 with 933 total loan approvals and over $315MM in dollars approved levering nearly $1B in project financing supporting the creation of 6,230 employment opportunities.
- Number One SBA 504 Lender in Ohio for seven straight year.
- SBA Community Advantage Lender in 2013 with 18 CA loan approvals for over $3MM with an average size loan of $167M.
- Capital Partner with Goldman Sachs 10,000 Small Business Initiative.

John Kropf
- President and Executive Director since 2005 previously Vice President with Bridgeway Capital; CDFI in Pittsburgh and Number One SBA Microloan Lender from 2000-2005.
Maximize Customer Acquisition

**BIG PICTURE**

- CREATE A “SALES CULTURE”
- DEVELOP A “SENSE OF URGENCY FOR BUSINESS”
- MAINTAIN A “REGIMEN OF ACCOUNTABILITY”
Maximize Customer Acquisition

Focused PICTURE

- Growth Capital Corporate Objective

To focus our marketing efforts on relationships
Maximize Customer Acquisition

- Referral Marketing
  1. Banking Partners
  2. Professionals – Brokers, CPAs, Attorneys
  3. Current Customers
  4. CA Associates
Maximize Customer Acquisition

Focused PICTURE

- Referral Marketing

- Example Strategies...

1. Technologically Driven
   News letters, emails, websites and...PHONE CALLS

2. Personally Driven
   Lunches, presentations, Technical Assistance and...GOLF

3. Corporately Driven
   Board meetings, events, receptions and...PARTIES
Maximize Customer Acquisition

- Referral Marketing

CA Associate Model

A Scalable, Brandable, Underserved Market Service Delivery System

What is a “CA Associate”? A “CA Associate” is an community or economic development organization that works directly with small businesses in their constituencies, provide loans application assistance and make direct referrals to Growth Capital for submission of the small business SBA Community Advantage loan application.
THE Growth Capital SBA COMMUNITY ADVANTAGE “CA ASSOCIATE NETWORK”

SBA RESOURCES SERVING THE NETWORK
- District Office
- Business Development
- Lender Relation Specialists

Kamm’s Corners Development Corp
CA Associate
SBDC
Community Referrals

Berea Chamber of Commerce
Trade Association

Growth Capital SBA Community Advantage Loans

Cleveland Citywide Development Corp

Bank Referrals

CA Associate Candidates:
- Community Development Corporations
- Chambers of Commerce
- Industry Trade Associations
- Technical Assistance Providers
- Economic Development Organizations
- Small Business Development Centers
Maximize Customer Acquisition or…

How to Sell Loans

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**Final Thought**

- What is the price of failure? –Bloomberg “High Priced Business Loans”
- Always, always ask for the business !!!