



# Connecting with Local Businesses

As a branch manager or representative, establishing relationships with local businesses is a powerful way to strengthen your presence in the community and support the local economy. Here are some practical ideas to help you meet, greet, and build lasting connections:

## Attend Networking Events

Participate in local business networking events, chamber of commerce meetings, or industry-specific gatherings. These events provide an excellent opportunity to meet business owners, introduce yourself, and share how your financial institution can support their financial needs.

## Visit Local Businesses

Proactively stop by businesses within your branch's area. Introduce yourself and offer information about your financial services. Show genuine interest in their operations and financial requirements.

Examples of ways to connect:

- **Candy Jar:** Drop off a jar of candy with a note inviting them to call for a refill. This gives you a natural reason to return and reconnect. *See [Candy Jar Connection Strategy document](#) for detailed instructions.*
- **"Get to Know Us" Meeting:** Offer to meet at their location to introduce yourself and answer any questions. Bring refreshments for their team to make it memorable.
- **Regular Visits:** Schedule visits to keep your financial institution top of mind and maintain a personal connection.

## Host a Business Mixer

Organize an after-work event or networking mixer at your branch. Invite local businesses to meet one another in a relaxed setting. Provide refreshments and opportunities for attendees to connect with your team and each other.

## Partner with Local Events

Sponsor or participate in community events, trade shows, or exhibitions. This is a great way to engage with both businesses and the wider community simultaneously.

## **Offer Financial Workshops**

Host workshops on topics relevant to local businesses, such as managing cash flow, financial planning, or business loans. Position yourself as a trusted resource and expert who can help them navigate financial challenges.

## **Small Business Spotlight**

Highlight local businesses on your financial institution's website or social media. This shows your commitment to the community and gives businesses positive recognition.

## **Community Involvement**

Participate in community service projects or sponsor local initiatives. Your involvement demonstrates your dedication and builds relationships with businesses that share these values.

## **Provide Tailored Solutions**

Listen carefully to each business's unique needs and propose customized financial solutions that support their growth and success.

## **Patronize Local Businesses**

Support the local economy by shopping at nearby businesses. Being a regular customer fosters meaningful connections and creates a positive ripple effect. Businesses remember and appreciate your support.

## **Quick Tips for Success**

- Bring branded pens or small items to leave at the business as a friendly reminder of your visit.
- Approach each interaction with genuine interest and empathy.
- Focus on building trust and relationships first; business opportunities will follow naturally.

## **Put it into Action**

Building relationships with local businesses takes time and consistency, but every visit, conversation, and thoughtful gesture strengthens trust, creates goodwill, and helps your bank become a valued partner in the community.