

Commercial Update.



Interest rates

For information on our current interest rates, see our [Introducer website](#).

Mastering the commercial client interview

While the common fundamentals of credit apply for home loans, business loans and commercial loans, there are often different requirements with regard to the quantity and type of information required.

A commercial loan evaluation is based on a written submission, being your interpretation of the information provided by the client, along with an analysis of the risks associated with the transaction. The process of risk assessment and whether to approve an application is based on an exercise of informed judgment, not box-ticking, with consideration given to both quantifiable and non-quantifiable variables.

Your role as broker is to clearly present the non-quantifiable aspects of a proposal; to build the story behind the business, the individual(s) and the purpose of the request for finance. The ideal time to gather this information is at the first client interview, and the best way to ensure both you and the client get the most out of the interview is by following two simple steps:

1. Do your research

Build your knowledge of the client and their industry in advance of the interview. Investigate the client's website and LinkedIn profiles to get a feel for their business, and seek out information on their industry from industry bodies or trade publications.



If you have existing connections in their industry, ask for insights. You could also talk to a BDM from a commercial lender, asking them to share their views and any particular industry watch points.

All of this background research will help to set a good first impression, showing the client that you have done your homework. It will also set you up for success in terms of being able to structure your interview questions appropriate and address any perceived risk with the business and industry.

2. Create an interview plan

Be clear on your core objective - what do you want to come away from the interview with? And prepare a compelling opening; address who you are, why you could be a great partner for this client, and how you will work together.



Be clear on what differentiates you from the competition; what is your personal value statement? What testimonials of past examples of success can you share? And ultimately, what's in it for the client?

Set a clear agenda and prepare your core questions to ensure clarity around the purpose for the loan request, the background on the individual and the business, their banking requirements, competition and who the decision-makers are. This will help you to build the story around the client's needs and to qualify the opportunity.

Ultimately, the first client interview is your opportunity to impress the client and is often the springboard not only for a successful commercial deal, but for a valuable and long-term relationship. By putting in a little time and effort in advance of the first meeting and following these two simple steps, you can start the relationship with confidence set you and your client up for the best outcome.

Can we help?

If you have any questions about any of the information above, please contact your ING DIRECT representative for more information.

Contact us

To learn more



Visit introducer.ingdirect.com.au



Call 1300 656 226



Important Information: ING DIRECT is a division of ING Bank (Australia) Limited, ABN 24 000 893 292. You received this email as you provided ING DIRECT with your email address. However, if you do not wish to receive further email communications from ING DIRECT please send an email to marketing@marketing.ingdirect.com.au with "Unsubscribe" in the subject line or call 1300 656 226.

ING DIRECT
140 Sussex St, Sydney, NSW, 2000, AU