



Business Model (Purchase and Sale)

How much is bought and how much is sold typically. What is the typical value addition? How is value added to input materials in your business?

MyLine

1. What is the production process in your unit?
2. How much material do you purchase typically in a month?
3. What is your typical sales?

What's your line?:

1. Your line:
2. Your line:
3. Your line:
4. Your line:

Scenario # 1

Customer: This type of financial information is confidential?

Guiding Answer

I know. But I am only trying to help you.

Customer: how is this helpful?

Guiding Answer

By getting to know your business better I can see in what way mybank will be able to assist you.

Customer: I don't need your assistance.

Guiding Answer

And that is fine. But if I know you when you don't need us; and I have some idea regarding your business, when you get a chance to grow, I will at least be better prepared.



Scenario # 2

Customer: what use is any of this information to you?

Guiding Answer

I am just trying to know you as a bank.

Customer: My existing banker is sufficient for me.

Guiding Answer

Sir even in buying simple products we look at two or three models. So we may be a good comparison to keep handy. Use only if we make sense.

Scenario # 3

Customer: I do not want information about me and my business floating around the market

Guiding Answer

Sir this is not something we write about. We just develop a picture of you in our mind.

Customer: what use is that to me

Guiding Answer

We are an alternative for you, if we have some idea about you.

Customer: why do I need an alternative

Guiding Answer

God willing you don't. May be your existing arrangements can handle all your growth requirements. Even in buying simple products we look at two or three models. So we may be a good comparison to keep handy. Use only if we make sense.