

Handout – Building Added Value

<p>Value Add (from your previous meeting): Reinvest back into the community</p>	<p>Who would benefit: People that own a small business in the community; People that have lived there a long time</p>
<p>What would you say: <i>“Mr. Client, one of the nice things about dealing with our financial institution is that some of the profits we make are reinvested back into the community. So you can be confident that you’re not only going to get exceptional personal service dealing with us, but as well, the satisfaction of knowing you’re strengthening the community you live in.”</i></p>	

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