

Rural Bank* Brand Script

*Not a real bank:)

1. A Character

What do they want?

A bank that treats them like they matter. They want to feel like more than just another account.

2. Has a problem

Villain

Customer service in most banks seem so dry, sterile, and impersonal.

External

They need a loan (or to open a new account).

Internal

They feel insecure, overlooked, and overwhelmed.

Philosophical

No one needs to be taken advantage of or treated like just another number, especially when it comes to something as personal and vulnerable as finances.

3. And meets a guide

Connect on an empathetic level

We understand how impersonal banking can seem these days.

Demonstrate authority

We've stayed in business for over 100 years by keeping our customer service warm and focusing on the care of each person who walks in the door.

4. Who gives them a plan

Process

1. Fill out an online application (as best you can)
2. We'll contact you to review and help you get it completed
3. Get approved*

*May change in regards to banking laws and regulations.

Agreement

We promise to provide high-quality customer service by:

- Getting to know you on a first-name basis

- Answering the phone within 3 rings when you call
- Answering any loan and banking questions you have within the same business day
- Making it easy for you to get the money you need to live your life, run your farm or ranch, or build your business

5. And calls them to action

Direct

Apply for a loan (or open an account)

Transitional

Download our “5 Things to Know Before You Apply for a Business Loan” (could be some other type of loan, depending upon what is their biggest revenue stream).

After download, the customer would be on-boarded with 5 automated emails over a period of 3 weeks that educate and inform them, then lead them to a sale.

6. That ends in a success

- Security – knowing they’re able to get the money they need for their personal life, their business, or their farm/ranch
- Confidence – knowing they have a team of caring and patient experts willing to help them with whatever loan or banking needs they have, who all know them by their first name

- It's easy to get help from a real person because they have a personal relationship with their banker and tellers

7. That helps them avoid failure

- Financial failure and stress – not getting the money they need to live their life, build their business, or sustain their farm/ranch... getting tied up financially
- Feel strung along or “used” by a bank who doesn’t care about them and doesn’t treat them with personal respect and service
- Never getting where they want in life

Personal Transformation

From

Insecure, insignificant, and unimportant. Feeling like their bank doesn’t care about them.

To

A confident, respected, relieved, and enabled person, business owner, farmer, or rancher.