

IMPORTANT QUESTIONS TO ASK CLIENTS

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1. Start off with evaluating your fixed expenses, what are they – how much are you spending – on what, and importantly, are they truly fixed?
2. What's your monthly requirement in terms of how much you need to bring in to meet those fixed expenses to keep the doors open & keep your people employed? It's extremely important that you understand how COVID-19 has & will impact your business. You'll need to explain it, and work with the bank to quantify how much relief (or conventional) financing is required based off of these calculations.
3. Make a list of all of your creditors – reach out to each of them to understand how they're supporting small business. Can they extend terms, defer payments, refinance or restructure debt?
4. Have you called your insurance company to talk about business disruption policy? Impacts due to COVID -19 may not be covered, but it's worth the conversation, and to see how they are handling it. Changes might be on the horizon & you should talk through any additional risks which can be covered.
5. When you look at your accounts payable, and your bank statements, and personal accounts, is anything being auto drafted? Can you cancel those drafts, can necessary expenses be paid by card? Can you extend payment terms or obtain relief? Every dollar matters right now, so this should be looked at closely.
6. In addition to deferring debt payments, can you defer rent payments? Have you spoken with your landlord & do you understand their position? Have you reviewed options with your real estate advisors?
7. Review your existing debt with your banker – does it makes sense to consolidate debt, reduce payments to improve cash flow, or refinance at a lower rate? Speak with your personal banker or financial advisor about your personal debt as well.
8. Understand additional risks which could negatively impact your business in the future – understand your cyber risk - Cybercrime is extremely high right now, phishing scams, ransomware, email hacks – how are you staying protected, and how are your employees staying informed?
9. What about your contract risk, if you've got long term contracts – what clauses are built in to address what's happening now, or how are you reviewing them?
10. If you accept credit cards, are you PCI/EMV compliant? If you do not accept credit cards, would it make it easier for customers to pay you if you did?
11. If you're now suddenly working at home – what manual or paper processes can be performed electronically like invoicing, using a lockbox, migrating vendor payments to a card? And again – how are you staying secure throughout?

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