

Issue: 3 Take the direct approach to banking

Welcome to *Business Direct Update*

Welcome to this issue of *Business Direct Update*, which is filled with information and tips to help you run your business.

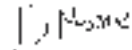
In this issue we explain how to use the Internet as a vital part of your marketing toolbox and give you some tips on pitching for business.

We look at how Clydesdale Bank can help to keep your savings secure and we underline the importance of getting the right level of insurance cover – and all Business Direct customers who respond with their business insurance renewal details before 31 August will

be entered into a prize draw to win a sat nav.

It's a year since Business Direct was launched and we have been very busy developing our service to our business customers. We have also streamlined our processes to be quicker and more efficient.

If you would like any further information about products and services mentioned in this newsletter, contact us on 0845 606 4455. We'd be happy to talk to you.



Dan Moore,
Head of Business Direct

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Business Direct

As we approach our first birthday, **Dan Moore,** Head of Business Direct, answers your questions.

Q What is Business Direct?

A Business Direct was launched in May last year and is an amalgamation of two business units – one located in Leeds and the other just outside Glasgow. The objective was to deliver a 360 degree service to our customers. You can access a personal team of advisors directly, who can discuss all your financial matters – business and personal – in one easy call.

Q How can I contact Business Direct?

A Business Direct has about 45 staff all based at our office just outside Glasgow. We are a

close-knit team who are passionate about what we do.

You can contact us on 0845 606 4455 and our state of the art, new technology will put you through to your business team as quickly as possible so you're not kept waiting. We're open **Monday to Friday from 8am to 8pm** so you can call when it suits you.

Remember, you can still use your local branch for all your banking requirements – in conjunction with Business Direct.

Q Who should I contact when I have a query about my account?

A Your dedicated Senior Business Advisor (SBA) is there to support your business and their core role is to manage your business requirements. They are supported by a team of Business Advisors who deal with all overdraft renewals and administration.

For day-to-day queries and transactions, our Service Advisors take over 500 customer calls per day and deal with anything from providing general account information to funds transfers. We speak to more customers every day than we ever have done before.

Q What products and services do you provide?

A With Business Direct, you can access our full range of competitive financial solutions. As a UK based finance specialist, we understand the solutions you need to

achieve your goals. We can facilitate overdrafts, business loans, business credit cards and highly-competitive Asset Finance deals.

We have Wealth Management Advisors who can assist with life cover and term deposit investments. We also have strong links with our Direct Mortgage Team who can look after your mortgage needs. In addition, through our partnership with AXA Insurance, we can provide commercial insurance bespoke to your business.

Q What is the future for Business Direct?

A Business Direct has been working very hard to deliver more to our customers. Our Business and Service Advisors have received extensive training to focus more on our customers' needs. We have also streamlined our renewal process for efficiency and our new tracking facility means greater consistency in the delivery of information.

You can contact us on
0845 606 4455 from
Monday to Friday
from 8am to 8pm.



For more information call us on 0845 606 4455.
Lines are open Monday to Friday, 8am-8pm

Congratulations

to Janet Brooks from Ashbrook Research & Consultancy Ltd who won the iPod nano in the last issue of *Business Direct Update*.



Wonder of the web

Information technology may baffle or beguile you. But one thing is for sure – the Internet is one of the most powerful business tools ever invented.

Even the smallest business can benefit from a website. It links you with your customers in a way no other medium can. You can sell your goods, answer their questions and even take payment with just a few clicks of a mouse.

Getting online needn't be difficult. But before you take the plunge, it's important to think hard about what you want to achieve.

Obviously you'll want to advertise your product or service, using your site as an electronic shop window.

ensure if you type in, say, "bed and breakfast" and "St Andrews", that your guest house will come up.

If you have a low budget, you could even create a site yourself. Computer packages such as Front Page and Dreamweaver can do the spadework for you. Get in touch with a good local web designer. It's a competitive market so ask to see samples of their work.

Deryck Harlick, Managing Director of Mancala Technology, a company specialising in providing easy-to-use solutions for small businesses, says setting up

Jargon buster

Web browser – software which allows you to look at web pages (for example, Internet Explorer)

Home page – the first page people see when they visit your site

If you're a restaurant, you might want to place your menus online so customers can see what you offer. You may even set up a link allowing them to e-mail you to make a booking.

Even small businesses such as independent retailers or tradespeople can benefit from a small website which advertises their services.

Bigger businesses can set up more sophisticated systems which fulfil orders, manage payments and monitor inventory. No matter how small your company, the web will make you more professional and efficient.

Once you've set up a site, how do you ensure people find it? The web is a huge labyrinth with more than 15 billion pages and more than 13 million new sites have gone online this year alone.

So you can't really hope people stumble across you by chance. The best way is to register with the search engines such as Google and Yahoo. This will

a site need only cost a few hundred pounds: "If you want to try it out, you can start with a simple low cost site and then bolt on more sophisticated solutions later."

Most web developers will help you optimise your site on search engines – in other words, get your name up to the very top of the list. It's also important to make sure your pages display quickly and that your content is fresh. There's nothing that looks so haggard as an old website.



Hyperlinks – onscreen links which you click on to take you to another page

Search engine – website which allows you to find relevant sites

Transactional – a site which accepts payment by debit or credit card

Security – absolutely vital, especially if you're handling payments.

Talk to your Senior Business Advisor to find out more about how our Internet Banking solutions can help make your banking flexible.

www.CBOnline.co.uk

Asset Finance

Keep your working capital free

When you want to expand your business, perhaps by obtaining a new piece of equipment or a second van, it should be quite simple. You go out and get it. But, even if you have the money, or can use an overdraft, you'll be tying up that capital for a long time and there are probably better ways of using it. But without the asset to generate extra income, how are you going to expand?

Asset Finance from Clydesdale Bank could be the answer. Basically, it's a loan from the Bank secured against the asset



being purchased. You pay a deposit and then regular payments over an agreed period of time until the agreement is paid off.

"There are different kinds of Asset Finance but Hire Purchase is probably the one that would suit most sole traders or partnerships," says Ian Beattie from Business Direct's Asset Finance department.

"With this option you end up owning the asset – with other options such as Finance

Lease and Operating Lease you just rent the asset when you need it without eventually owning it.

Your Senior Business Advisor can advise you on the best option for your needs."

Assets must be moveable. We'll listen to your needs and tailor payments to suit your budget and we're flexible. "If your business is seasonal then repayments during lower income-generating months can be reduced," adds Ian. "Or we can arrange for quarterly or annual payments to suit your circumstances." Hire Purchase can also be used for purchasing quality second-hand assets, not just new ones.

Asset Finance could be just the way to let you expand your business while keeping cash flow under control and without tying up your much-needed capital.

Talk to your Senior Business Advisor to discuss your Asset Finance requirements.

Complete financial protection

You know your business is insured but are you confident that you've got the right level of cover? Too many businesses find out, too late, that they haven't.

It's tempting to compare insurance on price, but a policy is only as good as when you claim – as thousands of businesses affected by last summer's floods discovered. Most insurance

complaints arise when customers make a claim, only to find out, too late, that they're not sufficiently covered.

Clydesdale Bank and its commercial insurance partner AXA aim to provide the best level of cover for every customer, tailored to their needs, rather than simply competing on price.

It's often the level of cover that people get wrong. "Many businesses out there are under-insured in terms of assets and liability cover," says Gary Lucas, Relationship Development Manager at

AXA. "We can undertake a 'due diligence' audit on your existing insurance which can highlight any shortfall in the level of cover. We also provide free risk assessments, risk management, health and safety, and business continuity advice."

Reviewing the "what-ifs" with an AXA advisor will ensure that you are adequately covered. Basing the decision solely on price just doesn't give the same peace of mind.

So, when your policy is due for renewal, don't think of insurance premiums as an unnecessary expense – one day, when you need it, insurance could be a business lifesaver. If misfortune were to strike, rebuilding your company could be costly . . . or impossible. Having sufficient cover could secure your business's future.

AXA caters for new restaurant's insurance needs

When chef, Pedro Barreira opened Café 151 earlier this year, he was keen to have contingencies in place to ensure the new venture – serving European cuisine – was a success.

One of three directors of POK Catering Limited, 32-year-old Pedro, who moved from Spain to the UK nine years ago, acknowledges that operating in the catering sector poses additional employer liability challenges. The potential for accidents in a working kitchen can be high, while there is always the danger of customers suing over claims of food poisoning.

"Having never run my own business, I never had to consider this kind of insurance cover before," Pedro says. "But, I knew we had to make sure the business was protected."

The assets and public liability cover recommended by Clydesdale Bank from its

commercial insurance partner, AXA, appealed to Pedro because it provided cover tailored to its specific needs.

"I think the insurance cover provided is good value for money," confirms Pedro. "We have been helped by the support and advice received. We know that if we can't open for business for whatever reason the restaurant's revenue will be protected."

Standard features of AXA's restaurant insurance package covers not only business interruption and public and employers' liability, but also contents, stock and legal expenses. If there is a claim, AXA Insurance will take over negotiations with third parties so the insured client can concentrate on the business.

Pedro adds: "I hope we never have to claim but the AXA insurance provides us with peace of mind."

Win a TomTom ONE XL!



AXA Insurance is offering you the chance to win a TomTom Navigator to help you get direct to your destination. A different kind of insurance for your journey!

All you have to do is request an AXA quote or send your business insurance renewal details with a contact name, business name, trade description and phone number to axacompetition@nab.co.uk or post them to Marketing UK, Clydesdale Bank, Box 46, 40 St Vincent Place, Glasgow, G1 2HL. Replies received by 31 August 2008 will be entered into a prize draw to win a TomTom ONE XL Satellite Navigation system with maps of the UK and Western Europe.

A guide to preparing your "pitch"

Everyone sells. Some sell ideas, some sell groceries, computers or clothes, while others sell services – plumbing, book-keeping, cleaning or electrical repairs. What you sell can be worth a few pounds, or thousands.

These days you'll almost certainly be selling your products and services in competition with others. Only one person will win the job, make the sale or provide the service and often winning the job is not just about the price they charge.

Customers want to know that they can trust you. If you are a contractor – will you turn up when you say you will and complete in time? Can you be left alone in a customer's house or premises? How does your personal appearance

affect the customer's impression of the service you will provide? Looking clean and neat when you arrive to quote the job can make a difference.

Understanding what the customer wants is important, too. Listen to them carefully, ask them questions – demonstrate you understand their needs. Build a rapport with them so they feel comfortable and relaxed in your presence.

You have to be confident that you can complete a job within the agreed timescale and budget. Don't make promises you can't fulfil – you'll find that the customer won't come back and may "bad-mouth" you to others.

Often price is only one of the things your potential customer will consider – make sure that

you've thought about all the other components of your "pitch". That way you'll have an excellent chance of winning.

Factors for success

- Quality of staff
- Reputation
- Enthusiasm
- Evidence of capability
- Understanding clients' needs
- Interaction/rapport
- Initiative
- Price
- Creative solutions
- Presentation

Keep your savings safe

The recent turbulence in money markets and the global credit crunch may have left you worried about how to keep your hard earned savings safe, but still receive a good rate of return.

Worry no longer – your money will be quite safe with Clydesdale Bank, especially in a fixed Term Deposit Account. As long as you leave the amount you put into the account for the agreed length of time – anything from three months to three years – we will pay you the rate we quoted

when you opened the account – no matter what Bank rates may get up to during that time.

You can save from £2,000 to £5m and once opened, you cannot add to your account or make any withdrawals until the term is over. So, better to leave your money alone and enjoy the benefits of our very competitive rate.

Another way to make the most of your



savings is to put them into an Individual Savings Account (ISA). ISAs are here to stay and since 6 April, the limit an individual can invest each year has gone up to £7,200. Up to £3,600 of this may be saved in a cash ISA and the balance – or the full amount if you would prefer – can be put into a stocks and shares ISA.

ISAs are free of Income and Capital Gains Tax and are an excellent way of saving for something special.

New Charity Partner



help the hospices

After raising over £500,000 in three years for the British Heart Foundation, Clydesdale Bank is delighted to announce our support of a new charity partner.

Help the Hospices is the hospice movement's national UK charity, supporting over 240 local hospices in their work of caring for people who face the end of life.

Our involvement will also give employees opportunities to help their local hospice through volunteering or fundraising.

www.helpthehospices.org.uk

Clydesdale Bank's new look website

Since February Clydesdale Bank's website has been even easier to use, following a redesign and improved navigation.

Direct access to the Business Banking section is available through a tab on the homepage. From there you can drill down into the section that meets your needs. Customers can also download guides on a variety of subjects to help your business excel – such as cash flow management, hiring staff and marketing and communication.

Customers registered for Internet Banking will still be able to manage all their accounts online, including the facility to check balances, transfer funds and manage regular transactions.

This is phase one of a long-term plan so

there are lots more exciting online developments in the pipeline.

- To access the new website or register for Internet Banking visit www.CBOnline.co.uk



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All credit facilities are subject to status and applicants must be aged 18 and over. Security may be required. Terms and conditions apply.

YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE
For your security, calls may be monitored or recorded.

Clydesdale Bank is a member of the National Australia Bank group.

This publication is available in large print, Braille and audio. Speak to a member of staff for details.

www.CBOnline.co.uk

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Registered Office: 30 St Vincent Place, Glasgow G1 2HL.



1. Prize draw to win a sat nav TomTom ONE XL. 2. The Promoter reserves the right to substitute any prize for one of equal or equivalent value. There is no cash alternative. The prize is non transferable. 3. This prize draw is only open to employees, owners, partners or directors of Clydesdale Business Direct customers who are over 18 years of age. Employees or members, including their families, of National Australia Group, their agents, including our 3rd party distributors and anyone connected to this draw is not eligible for entry. 4. Entry to the prize draw is by submitting your business insurance renewal details to axacompetition@nab.co.uk or sending them by post to Clydesdale Bank, Marketing UK, Box 46, 40 St.Vincent Place, GLASGOW, G1 2HL. When entering by post please ensure that you clearly state your name, telephone number and e-mail address. 5. Closing date for entries is 31 August 2008. Any entries received after this date will not be entered into the prize draw. 6. The Promoter does not accept responsibility for lost or delayed entries. 7. Entries must not be sent through agents or 3rd parties. Any such entry will be invalid. 8. The prize draw will take place on the 1st September 2008 by an independent body from all of the eligible entries received. All valid entries will be entered into the draw and one winner will be drawn at random. Details of the independent body are available upon request by writing to Clydesdale Bank, Marketing UK, Box 46, 40 St.Vincent Place, GLASGOW, G1 2HL. 9. The Promoter's decision is final and no correspondence will be entered into. 10. It is the responsibility of the entrants to ensure that correct and up to date contact details are submitted to the Promoter. 11. The winner of the prize draw will be notified by their local relationship manager within 28 days of the draw by e-mail. Should no valid e-mail address be provided, an attempt to contact the winner will be made by telephone. If contact cannot be made within 28 days, the prize will be lost. The prize must be claimed within 90 days of the prize draw. 12. For details of the winner (name, business name and town only) send a SAE to the Marketing Department of Clydesdale Bank PLC at the address below within 6 weeks of the closing date. By entering the prize draw, entrants will be taken to have consented to their name, business name and town being published. 13. The winner must co-operate for all reasonable publicity purposes in connection with the draw and accept that his/her name, business name and photograph may be used. By entering into the prize draw all entrants confirm that they have obtained the appropriate consent for their business name to be published and used for all reasonable promotional purposes in the event that they are the winner of the prize draw. 14. Entry into the prize draw is deemed acceptance of these rules. 15. The Promoter reserves the right to vary these terms and conditions or cancel the prize draw at any stage in the event of circumstances arising beyond its control. 16. Promoter: Clydesdale Bank PLC, whose registered office is 30 St Vincent Place, Glasgow G1 2HL. Registered in Scotland Company No SC001111. Clydesdale Bank PLC is a member of the National Australia Group.