



## I've been thinking...

Advice from the Financing Coach [www.robseverson.com/blog](http://www.robseverson.com/blog)

### THOUGHTS ON (MIS)COMMUNICATION

June 6, 2007

What you say to your lender and what he/she hears might be very different.

Miscommunication #4

Miscommunication #1

**What you say:**

"I don't want to guarantee my loan."

**What you say:**

"My bank doesn't understand my business."

**What your lender hears:**

"I don't think my collateral is very good."

**What your lender hears:**

"My business is in deep trouble, I am in denial, and my bank is angry with my business' performance."

Miscommunication #2

**What you say:**

"I want to explain a few things before giving you my financial statements."



**What your lender hears:**

"My financials are lousy. There are many valid reasons why you probably won't want to make me a loan, so don't waste much time with me."

Miscommunication #3

**What you say:**

"It's hard to do projections in my business."

There are ways to avoid conversations that go nowhere because of miscommunication. If you're stumped about how to effectively and positively talk to your lender, I might be able to help.

Give me a call. We can develop some strategies to make sure that your lender hears what you are really trying to say.

**What your lender hears:**

"I have no idea what my business model is and am operating on hope."

**Rob Severson, Financing Coach**

mobile: (612) 723-1835

email: [rob@robseverson.com](mailto:rob@robseverson.com)

"A good guy to go to when you need financing."

That's what my friends and clients have told people they have referred to me. My problem solving skills come from the years of experience I've gained in many different business disciplines. Best of all, I have built solid relationships with people from everywhere I've been. I have been fortunate to have spent several years in each of the following areas: accounting, auditing, data processing, commercial banking, sales, management, consulting and venture capital. Each of these arenas provided the opportunity for new relationships, for learning how diverse people "think", and to gain an understanding of what each can do for a business. For more informative articles like this one, read my blog at [www.robseverson.com/blog](http://www.robseverson.com/blog).