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# HOW TO... MAKE THE MOST OF YOUR BANKING RELATIONSHIP

IN A HIGHLY COMPETITIVE AND FAST-MOVING SECTOR, IT'S NO SURPRISE THAT PHARMACEUTICAL COMPANIES NEED ACCESS TO FINANCE TO STAND OUT FROM THE CROWD

**When it comes to talking to banks, it's important to** recognise what steps need to be taken to put your business in the best possible position. Not all of those steps are directly connected to actual financial products or options. Some are simply about building good, productive relationships – the kind you might ideally want to have with suppliers in areas aside from finance.

It may sound obvious but, particularly for companies setting off on the road to accessing funds, making sure you're speaking to the right people is an excellent starting point – and getting access to those people will help ensure you're given the most appropriate support.

RBS has a dedicated healthcare and pharmaceuticals team to cater for the needs of a number of major pharmaceutical companies and provide a wide range of support – as well as a strong network of industry connections.

## Be prepared

If you're looking to approach your bank for funding you should make sure you are as prepared as possible. So making sure you have a strong business plan in place as well as the relevant financial figures and projections is essential.

Ultimately, this information will be required to get approval for any finance – so while you're pitching your ideas to the bank, make sure you've provided as much evidence as possible to demonstrate your full potential.

## Communication is key

Once the relationship with a bank has been established, keeping it in good shape through consistent communication and interaction will help them support your businesses how, and when it's needed.

Providing management information and forewarning your relationship manager about significant changes or events will also

help them support you in the best possible way. If you think you may be approaching a difficult time, talk to them at the earliest opportunity – they may be able to help, but only if they're aware.

## Building strong ties

Our healthcare and pharmaceuticals team has developed relationships across the sector, from start-ups and SMEs to big-name manufacturers. We work hard to tailor support for businesses at different stages of their lifecycles – driven by their strategic direction and financial performance.

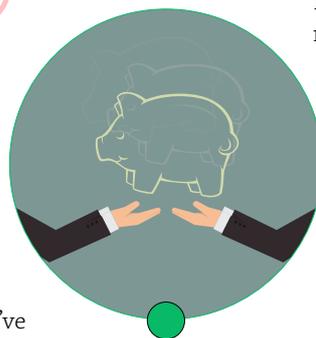
For example, smaller start-ups could be supported through electronic banking payment systems, while those companies with property or equipment could be suitable for asset-based funding opportunities.

Further down the line, businesses needing to grow might take advantage of structured finance or may look to tap into the bond market, with further support from the bank's bond origination team.

What's certain is that customers within pharmaceuticals are true experts in the sector. By speaking to customers and keeping close to their business, our relationship managers know what's important to them and can engage the right people to get the right support in place.

Indeed, when the specialist knowledge of customers and business owners is combined with the relationship managers' understanding of how customers can be supported, it can create fantastic, long-lasting and fruitful relationships. ○

*We are keen to build relationships with corporates in the sector and encourage you to get in touch with us. For more information please contact: Petia Lazarova on 020 7672 1140 or email [Petia.Lazarova@rbs.co.uk](mailto:Petia.Lazarova@rbs.co.uk), or Steve Fergus on 020 7672 2138 or email [Steven.Fergus@rbs.co.uk](mailto:Steven.Fergus@rbs.co.uk).*



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