

Announcing Family First's new **Home & Business Loan Center**, located at 1178 S. State St. (second floor) in Orem, across from University Mall.

"We expect our sales people to see themselves as designers," Davis says. "In construction, sales people need to do more than get a signature and turn it over to someone else. You need to supply a vision and creativity to what the client wants."

#### Exhibit

Some companies pay college students to drive a car wrapped in vinyl for advertising purposes. Best Vinyl does the same thing with its drivers.

"You have to get the word out," Davis says. "Part of our secret is our location, part of it is our advertising, but a big part of it is passing cars with our name on them. Anything that gets our name in the conversation when people start talking about getting a fence is good for us."

While Best Vinyl uses a fleet of company-owned cars and trucks (you've seen the white installation vehicles), smaller companies might put a magnetic advertisement on the side of a personal vehicle when doing business.

Remember, though, that putting the name on the vehicle means you need to put the right foot forward — at the right speed. Seeing your company's logo plastered on a car being pulled over may do more harm than good. **Q**

### THE THREE Es TO MOBILE BUSINESS

**EQUIP** Make sure your people have the supplies they need to do the job right. If they need mobile Internet access, get them connected. If they need samples of your product, supply them.

**EMPOWER** Trusting an employee to supervise himself can be scary. Communicate your expectations early and empower employees to make decisions. Find quantifiable measurements of success. Commissioned salespeople, for example, often do well with mobile offices.

**EXHIBIT** Take advantage of the hundreds of people who see your car every day. Include a vinyl car wrap or magnetic sign on the side of the car. However, make sure the company is represented professionally on the road. No one wants to see your company's logo in a high-speed chase.

[www.utahvalleybusinessq.com](http://www.utahvalleybusinessq.com)



Dan Johnson  
Business Services Manager



Mike Ballantyne  
Home Loan Manager

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