

LOANSTARS

ARF'S REFERRAL PARTNER REWARDS PROGRAM

LOAN STARS SALES SCRIPTS & CONVERSATION GUIDES

Below is a high-impact sales script & conversation guide that Referral Partners can use in real-world scenarios. It is designed to feel natural, consultative (not salesy) and aligned with how top-performing Referral Partners actually win deals.

SCENARIO 4: COLD OUTREACH (YOU DON'T KNOW THE MERCHANT)

Goal:

Break through skepticism and create curiosity.

Opening Script:

Hi [Merchant Name], I know I'm reaching out cold. I'll be brief.

I work with business owners to secure flexible working capital, and I wanted to see if you're open to exploring options, even just as a backup plan.

Pattern Interrupt:

Most owners I speak with aren't actively looking but they do want to be prepared.

Discovery Questions:

- ★ If an opportunity or emergency came up, do you have capital readily available?
- ★ Have you explored financing recently?

Differentiation:

This isn't merchant cash advance. It's structured financing with better terms and flexibility..

Close:

Would it be worth a quick 5-minute conversation just to see what's possible.

UNIVERSAL CLOSING FRAMEWORK (WORKS IN ANY SCENARIO)

Option 1: Low Pressure Close

Let me just show you what you could qualify for. Then you can decide if it's useful.

Option 2: Curiosity Close

Most business owners are surprised by what they qualify for. Worth a quick look?

Option 3: Control-Based Close

Even if you don't use it, having it available puts you in control.