

# 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 1: YOU ALREADY KNOW THE MERCHANT (WARM RELATIONSHIP)

#### Goal:

Open a natural financial conversation without sounding like a pitch.

#### Opening Script:

Hey [Merchant Name], quick question: How are things going on the cash flow side lately?

I've been working with a lot of business owners who are gearing up for growth or just trying to stay ahead of rising costs.

The reason I ask is I've been helping businesses access flexible lines of credit, not the short-term stuff, but real bank-style financing that actually helps them grow.

#### Discovery Questions:

- ★ Are you planning any upgrades, expansion, or hiring this year?
- ★ Have you ever looked into having a line of credit in place even just as a safety net?
- ★ What's been your biggest financial pressure lately?

#### Positioning Statement:

A lot of owners don't realize they can get access to capital before they actually need it and that's when the best terms are available."

#### Soft Close:

If it makes sense, I can take a quick look and tell you what you'd qualify for. No obligation.

### 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.