

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 3: REFERRED MERCHANT (WARM INTRODUCTION)

Goal:

Leverage trust from the referral immediately.

Opening Script:

Hi [Merchant Name], [Referrer Name] suggested I reach out. They mentioned you might be looking at ways to strengthen your cash flow or expand the business.

Credibility Anchor:

I work with a lot of business owners in similar situations, helping them secure flexible financing without the headaches of traditional banks.

Discovery Questions:

- ★ What's top of mind for you right now, growth, stability, or something specific?
- ★ Have you explored financing options before?
- ★ What's been frustrating about that process?

Value Positioning:

What we do differently is provide clarity upfront. You'll know quickly what's viable and what's not.

Close:

If you're open to it, I can run a quick check and give you a clear picture. It takes about a minute.

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.