

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 2: SPEAKING TO EXISTING CLIENTS

Goal:

Position financing as a strategic financial tool, not debt.

Opening Script:

One thing I've been discussing with several of my clients lately is making sure they have access to working capital before they need it.

Insight Hook:

With costs rising and margins tightening, the businesses that have a credit line in place are the ones that can move fastest, whether it's inventory, hiring, or handling surprises.

Bridge to Financing:

I partner with a lender that offers flexible lines of credit. It's structured more like a bank product, not those high-cost advances.

Discovery Questions:

- ★ Have you ever had a credit line available for the business?
- ★ If an opportunity came up tomorrow, would you have the capital ready?
- ★ Are there any cash flow gaps we've had to work around recently?

Advisor Positioning:

I'm not suggesting you need it today but having it available puts you in control.

Close:

Want me to run a quick scenario and see what you'd qualify for? It's helpful just to know your options.

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.