TransFi BD Pitch

1) Call opener — 15–20s (use on intro / warm outreach)

"Hi [Name], this is [Your name] from [Company]. We're a regulated cross-border payments platform operating in 100+ countries with stablecoin rails and 250+ local payment methods. We cut costs and speed up settlement with one single API for collections, payouts and fiat↔crypto on-ramps. Do you have 2 minutes for a quick qualification question?"

If they say yes → go to Discovery.
 If they say no → "When's a good 10–15 minute slot this week for a quick sandbox demo?"

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2) Immediate one-liner (if asked "what do you do?")

"We give companies one API to collect and pay globally — lower FX & routing fees, faster settlement via stablecoins, institutional wallets (Circle/Fireblocks) built in, plus local support to improve conversion."

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3) Discovery questions (use in order — pick the most relevant)

(Short pause between each to let them answer)

1. "Are you focused on collections, payouts, or both?"

2. "Which corridors/countries are highest priority for you right now?"

3. "Roughly how much volume do you move monthly and what's the average ticket?"

4. "What's your current pain: cost, settlement times, reconciliation, or local coverage?"

5. If payouts: "Do you need local-currency payouts, named IBANs, or wallet settlement?"

6. If on-ramps: "Do you want a white-label widget or API integration?"

7. "Who owns integrations/engineering — can we run a sandbox test with them?"

Use answers to pick the persona pitch below.

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4) Persona one-minute pitches (read depending on prospect)

A — Large corporate / marketplace

"I'd focus on collections and reconciliation. We provide named IBANs and multicurrency accounts for collections, 250+ high-conversion local methods, and a single dashboard + API for reconciliation. Practically, that means lower routing/Fx fees and faster, more transparent settlements — makes accounting and refunds simpler. If that matters, we should run a 20-minute demo and a tailored cost comparison for your top corridor."

B — Exchange / wallet aggregator

"We offer white-label widgets and API on-ramps across 100+ countries and institutional custody out of the box. That lets you add fiat rails fast, settle in crypto or fiat, and avoid building custody integrations. I can set up a hands-on demo with sandbox keys for your engineers."

C — Remittance / FX player

"We cover 250+ local payout rails with local-language support in SEA, LATAM and Africa. You get lower cost per payout and higher end-user conversion. I'll show sample payout flows and regional pricing in a 20-minute call."

D — Fintech / PSP needing liquidity rails

"One API for multi-rail liquidity, programmatic conversions between stablecoins and fiat, and account management. It removes the need for multiple integrations. We can validate your liquidity needs in a sandbox in under a week."

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5) Common objections + exact rebuttals (read exactly)

"How secure is the money?"
 "We use Circle and Fireblocks for custody and operate under multiple licenses — I'll send our compliance pack under NDA and we can schedule a call with our security lead."

"Why stablecoins — is that risky?"
 "This is about rails, not speculation. Stablecoin rails cut FX and rail fees and speed settlements; we settle to fiat or custody as you prefer."

"What's the integration effort?"
"One API covers collections, payouts and wallets. We provide API docs, sandbox credentials and an onboarding owner to run tests with your engineers."

"Can you prove performance?"
"Yes — sandbox access and demo dashboards show settlement traces and T+1 examples. I'll run a corridor-specific cost comparison during the demo."

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6) Demo handoff script (to move to AE / demo)

"Great — you want a demo that proves cost and settlement speed on [corridor X]. I'll schedule 30 minutes with [AE name] and the engineer. I'll send a short packet asking for monthly volumes, average ticket, and top corridors so we can prepare a tailored cost comparison. Does Tuesday or Thursday this week work?"

(Immediately, log in CRM: volumes, corridors, use case, decision maker, preferred slot.)

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7) Ask for pricing / qualification script (what you say to get numbers)

"Before we finalize pricing I need three quick things so our pricing team gives an accurate quote: legal entity name, primary use case (collections/payouts/on-ramp), monthly volume + avg ticket, and your top corridors. Can you share that now, or should I send a one-click form?"

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8) Voicemail script (20–30s)

"Hi [Name], it's [Your name] from [Company]. We simplify cross-border payments across 100+ countries with one API and stablecoin rails — lower fees, faster settlements and built-in institutional custody. I'll send a short email with a 1-page cost example for [corridor they care about]. If you're open, reply with a good time for 20 minutes. My number is [phone]. Thanks."

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9) Short follow-up email to send after call (paste into CRM / HubSpot)

Subject: Quick follow up — demo & tailored cost comparison
Hi [FirstName],

Thanks for your time. Per our call, I'll schedule a 30-minute demo to show: (1) dashboard + settlement traces, (2) API flow for [collections/payouts/on-ramp], (3) a tailored cost comparison for [corridor].
Can you confirm the legal entity name and monthly volume (or reply with the form I just attached)? I'll loop in [AE name] and share sandbox creds before the meeting.
Best,
[Your name] — [Company]

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10) Deal-qualification checklist (say on the call / log it)

- Use case: Collections / Payouts / On-ramp

- Top 3 corridors — listed

- Monthly volume + avg ticket (numbers)

- Decision maker & engineering contact (name + email)

- Current provider & pain (cost, speed, reconciliation, coverage)

- Target go-live timeframe

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11) Close / next steps script (end call)

"Thanks — next steps: I'll send the demo invite and a one-page cost comparison for your top corridor. If that looks good, we'll submit a pricing request with your legal entity and start KYB. Expect the demo invite in the next email — any blockers I should know about?"

If they say "no blockers": "Perfect — talk soon."
If they say "need budget owner": "Who owns budget? I'll include them in the invite."