Person 2: Can you tell me about the benefits of funding and who should be setting it up?

Person 1: Sure, Funding is the ability to let people get into your product or service for $0 down or a small payment, and then only have to pay a small monthly fee. This allows them to pay it off at their rate, whenever they want to do it. It's the same reason why you see people who are able to spend $30,000 on solar systems and there are salespeople who are able to close that at 30 to 60%.

Person 2: Wow, that sounds really powerful. But why is financing so important?

Person 1: Most families, no matter how much they make, live paycheck to paycheck. It's not that they don't make money, it's that people spend the money that they have. They don't have a ton of cash just laying around. The average American has less than a thousand dollars in savings.

Person 2: I see. But how can we apply this to our own business?

Person 1: It doesn't matter what we're selling, if it's a product or a service, whatever it is in our client business, if we're charging $3,000, $5,000, $10,000, or $20,000 for what we sell and we're not offering financing, we're going to lose out on a lot of those deals. Financing is the ability to let people get into your product or service for $0 down or a small payment, and then only have to pay a small monthly fee.

Person 2: Okay, I understand the importance of financing. But how can we implement this in our business?

Person 1: We need to offer financing as an option to our clients. It allows them to pay off their purchase over a long period of time, rather than all at once. It makes almost anyone able to afford almost anything and eliminates price objections.

Person 2: That makes sense. Thanks for the explanation.

Person 1: No problem. It's one of the most powerful concepts you can ever take, something called benchmarking. It's finding something that works in other industries and applying it to your own.

That's what Charles Koch talks about. He built a hundred billion dollar company from scratch. It started like 12 million a year when he actually got it from his dad. But basically 12 million is basically zero compared to a hundred billion. And one of his biggest principles that he teaches every single person in his company and what he calls market-based management is benchmarking.

Person 1: Hey, have you ever wondered how financing can make such a big difference in the solar industry and car dealerships?

Person 2: Not really, but I'm interested to know more

Person 1: Well, let me explain, selling solar is a hard sale to make. Not many people have 30 grand lying around to pay for it, but everyone is willing to do $0 down and $70 a month to save some money.

The same goes for car dealerships. Selling a $60,000 car requires more skill than selling a $0 down, $500 a month car with trade-in. It's just easier to sell when the barrier to entry is lower.

Person 2: That makes sense. But who should use financing?

Person 1: Anyone who sells a high ticket package should use financing. It makes the sale easier and guarantees retention. If you're selling pay per hour or monthly retainers, people can drop you at any moment, but if you sell six months up front of your consulting or whatever it is you sell, you get

guaranteed retention and the deal is financed so that they can pay it off at whatever rate is convenient for them.

Person 2: So, how can we use financing to increase our sales?

Person 1: Well, we can pitch financing to every single client regardless of how much money they have. Even if someone has a hundred grand in cash, pitching financing can make the sale easier because it's still a more painful sale when they have to pay upfront.

Person 2: can you tell me how to use Midas?

Person 1: Of course!. The first step is to visit midas.air.ai and click on the invite email we sent you. You'll need to enter the email we used to invite you, and then click continue.

Person 2: Okay, got it. So then what happens?

Person 1: Midas will send you a one-time magic link to your email, which you just have to tap into. That'll take you straight into Midas, and you only have to log in once. Once you're logged in, you're permanently set and won't be logged out. No passwords, no hassle.

Person 2: Sounds easy enough. What do we do next?

Person 1: Great! Now that we're logged in, we're on our test account. You can see some basic statistics up here, and down here is where you'll see your entire customer table. You can refresh customer statuses and search for customers.

Person 2: Okay, got it. So how do we manage our team?

Person 1: If you're an admin, you can click on the settings icon and see exactly who's on your team. You can make them a closer or finisher, which are roles that we have where you can create new checkouts and manage checkouts, but you can't add or remove anyone on the team. As an admin, I can invite and remove other users.

Person 2: That makes sense. So let's say I want to create a new checkout. What do I do?

Person 1: Just click on "new checkout" up here. Let's say we have a customer named John Smith. We'll type in his name, email, and phone number, and then enter the amount of $10,000. We also want him to put down $1,000 as a deposit before he finalizes the payment.

Person 2: Okay, got it. What are the other options?

Person 1: You can choose to make it a pay plan only, skip the sales agreement, or make it a loan only. If you choose a pay plan only, your business won't get any money up front, but the person will

pay you monthly until their loan is paid off. You can also choose a custom term to change the length of those payment plans.

Person 2: I see. So for now, we'll just skip those options?

Person 1: Yes, we'll skip those options for now. Once we create the checkout, we'll get John's personalized checkout link. We can copy it and send it to him via SMS or email.

Person 2: That's pretty straightforward. And if we need to edit anything, like the deposit amount or his name, we can just go back and do that?

Person 1: Exactly! From John's customer popup, you can edit the amount, change his name, or fix any typos. Once everything looks good, just copy the link and send it to him.

Person 2: Alright, got it. Thanks for walking me through that!

Person 2: i feel like i still don't understand the workflow for Midas. Can you help me with this?

Person 1: "Sure, I'm gonna be giving you a tutorial of the Midas flow so you can kind of understand what is possible as far as checking out and funding deals via Midas.

Person 2: "Okay, sounds good. What can we expect from the Midas flow?"

Person 1: "Well, the Midas flow is a fully customized checkout system that is designed to provide the best customer experience while streamlining the payment process.

Person: "So ;let's say we have a checkout link that we just created for John Smith for $9,800 in total with a $1,000 deposit. We use Disney's branding to customize the entire flow to your business, and it can be fully hosted on your website.

The first step if you added a deposit is that customers will pay the deposit. They can either put it on one payment method where they can split it across a credit card or they can put it on a bank account so they can click ACH and then we allow them to connect it to a different bank account."

Person 2: "That sounds pretty convenient for the customer. What if they want to pay with multiple cards or with ACH and a card?"

Person 1: "That's not a problem at all. They can click 'split across two or more' and then choose the amount to put on card one. They can even put the remainder on another card, ACH, or even Apple or Google Pay. We want to give our customers options and let them make the decision they want to make instead of being forced based on our technological capability."

Person 1: And if you don't want to collect a deposit, you can put $0 on the deposit side and it'll just skip that page automatically. The Midas flow is designed to be flexible and cater to your needs."

Person 2: "Wow, that sounds great. Thanks for showing me the Midas flow. I think it'll be a great addition to our payment options."

Person 1: "No problem. If you have any questions, feel free to ask me, I'm always here to help."

Person 2: Hi, I want to know how to onboard customers quickly and efficiently?

Person 1: Sure. First, we use Plaid to connect a customer's bank account. That way, we can detect when money hits the account and can route it to us. This means we can onboard customers immediately, rather than waiting for funds to clear.

Person 2: That sounds helpful. What if the customer's bank isn't on the Plaid platform?

Person 1: That's rare, but if it happens, we have a backup plan. We give the customer a funding code, which is always 2 41, and they can manually enter their bank information. Once they submit their information, they'll be redirected to the lender, and the funds will be approved and sent within 24 to 48 hours.

Person 2: Got it. Is there anything else I should know?

Person 1: Yes, it's important to note that if a customer doesn't get an adequate offer, they'll see a term assuming screen. This happens about 30% of the time, depending on your client base. If you have any questions or need help, just message us on Slack.

Person 1: also, with Unify, you can use Midas completely free.

Person 2: Oh, I got it.

Person 2: That's really helpful. So, what's the entire process like?

Person 1: Well, the process starts with getting the client approved for the actual funding option. Then, we can either get all of it up front or if for some reason, we have to downsell. We'll make sure to show you exactly how to present this to clients so that you can move people through cleanly.

Person 2: Alright, sounds good. Is there anything else I should know about Midas?

Person 1: No, that's the entire process from start to finish. And like I mentioned before, we are here to help you out if necessary. We use this every single day, and we are the best practitioners when it comes to Midas. So, feel free to ask us anything.

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Person 2: is there a way to make a lot of money within the next 14 days?

Person 1: Of course!, I'm going to teach you how to extract multiple five to six figures from your pipeline in the next 14 days. I'll show you how we closed $41,000 in lost deals in a week using this strategy as a Setter. Now, let's talk about the four main groups of people that you can push a ton of revenue with very quickly using this strategy.

Person 2: Sure, What are these four groups of people?

Person 1: The first group is people who are on payment plans currently, paying you $1,000 to $5,000 a month, and you can help them save $800 a month on funding. These people are already saving money each month by going through funding, making it the easiest pitch you're going to ever have.

The second group is people who say no because the price is too expensive. Not everyone has $10k liquid, and they can't necessarily afford it.

The third group is people who want to do the program but don't have the cash,

and the fourth group is people who are on the fence for some reason. They fell off, they weren't cold in you, but they're on the fence waiting for an opportunity to get back into your program.

Person 2: Okay, I see. So how are we going to do this?

Person 1: The strategy is really simple. We're going to use texting templates that are automated and mass send them out to your entire pipeline, different groups. We have them separated by the group you're going to reach.

We're also going to use Max on dialing the list to get people from the above four groups back on the phone with you.

Then once they're back on the phone with you, at that point, you're going to go through the re-closing process and send them to minus for zero dollars down.

Person 2: Wow, Can you give me an example of how much revenue we can expect to generate with this strategy?

Person 1: Sure thing! Let's say in the past three months, you had 20 prospects who couldn't afford it and said no because of the price. Using Max Plus and texting, you'll get 70% of them back on the phone, which means you have 14 refuse calls. Even if you only close 50% of those calls, that means seven re-close deals, and if you're selling $10k, that's $70,000 in upfront cash collected. Even if someone's numbers are only half as good as that, that can still be $35,000 cash collected if you're closing 25% and $10k or 50% of $5k.

Person 2: That's amazing! Do you have any case studies you can share with us?

Person 1: Yes, actually, let me share with you a case study of how we did this with one of our previous companies. We were selling as a business opportunity company, like a coaching company in that realm. One week, One person closed $41,000 in lost deals as a Setter. It's all about using the right strategy and knowing how to pitch to each group of people.

Person 1: With Midas, you have the ability to have a deal go through with zero dollars down and get funded in as little as 24 to 72 hours. You can have the cash in your account, which is incredible.

Person 2: that a bit of a high figure, how do you reckon that?

Person 1: Because pay plans are the easiest people to close, they want to do your service and probably pay you, you know, two, three, five hundred thousand dollars a month for your service.

Now you could go back to them and say, "Hey, you're paying $1,000 a month right now. We're testing out something new. Get you in and drop them as a payment to $200 a month. Do you want to do that?" They'll be pumped about it, and you'll get 10K upfront and 5K upfront with payment.

Person 2: Okay, I understand. What about the people who said no because of the price or couldn't afford it?

Person 1: These people are amazing as well. You need to text all of them and see if they want to give it a try with zero dollars down and $2 a month or $100 a month. Imagine how many people will say yes.

Person 2: That's true. What about the people who are on the fence, the prospects who want more information, and they want to think about it?

Person 1: Well, they're looking for help, and you need to call them or text them at their exact right time. You need to push them to Midas and pip them in the spot. So, as you're going through this, you're going to go through videos and the training.

Person 2: Okay, that sounds good. What about the people who got on a call with me but didn't buy in the past six months?

Person 1: You need to send a text out to every single one of them. People oftentimes over time will change their beliefs and their sentiments. If someone said no, it wasn't the right time for them. Guess what? Three months later, it could be the right time for them. Life happens, changes happen for them, and there's always opportunities to capture from people whose life changes.

Person 2: what's the "air re-closing process"?

Person 1: it's what you need to do when you get someone on the phone, whether it's through Max or through texting or any other method, and you're ready to re-close them. So first, let's talk about the framework we'll be following.

Person 2: Okay, what's the framework?

Person 1: The most important thing to understand from a psychological perspective is where the prospect is mentally before we even dive into the close. You need to know what the prospect is going through and what's going through their head, even if you talked to them weeks, months, or even a year ago. These are high-intent leads because they clicked on the ad, opted in, picked up the phone, and talked to you. They didn't close for some reason, maybe because they couldn't afford it, and these are the easiest people to re-close using this process.

Person 2: Got it. So what's the process?

Person 1: You need to go back through and re-close them by spending time in the Gap with them. You should have context and remember overall the notes on who this person was and kind of what their Gap was.

Person 2: I see. So what's the framework for the call?

Person 1: It's very similar to the close call, almost actually identical. The only difference is that it's not a scheduled call. You'll open up with an intro, kind of getting connected and asking where they've been since the last time you spoke to them. You'll dig into the pain of them not changing since you spoke to them and not having made any changes.

Then you'll go through and build the Gap, get into the pain, get into desire, pitch some funding, re-close them, and then take them funding and change their life.

Person 2: Okay, got it. So what's the key point here?

Person 1: The reason they're going to buy on this call with you comes back to the Gap. Specifically, you need to make them feel that they have not changed since the last time you spoke to them, which is the truth. And with your help, they'll change. If they believe that, you get them in that emotional pocket that buy-in pocket via the Gap.

Person 2: Okay, I see. And what if they haven't tried anything yet?

Person 1: Well, then you need to ask why they haven't gotten started. Maybe they haven't been motivated or didn't have the resources they needed. You want to get back into the gap with them and turn this into a close call with a prospect who's already shown high intent.

Person 2: Got it. So, once we've identified the gap and built the pain, what's the next step?

Person 1: Once you've gotten to the point where you know they're in the buying pocket, you want to remind them of the offer and tell them about something really special that you're doing for them. This is where it gets really fun because they previously couldn't afford the program, but now they can get in just for a few dollars a month.

Person 2: That sounds great. So, the key is to hold the resolve frame and have a deep conviction that this is the best thing for the prospect.

Person 1: Exactly. When you truly feel that the prospect needs the program and you're convinced that it's the best thing for them, that's when you'll be able to close them successfully. Remember, this is a close call and we're following the same process as before, just with a different opening and a slightly easier pitch.