**Outline for One Park Financial Closer Script – Draft as of 9-11-18**

(GREETING). Hello. My Name is \_\_\_\_\_\_\_\_ from One Park Financial. (Intros)

(POC TRANSFER) (Mr. /Ms. Merchant), I have been in contact with (FIRSTNAME LASTNAME of FUNDING SPECIALIST) about your funding request and will handle your needs from here on.

(POSITION YOUR ROLE) As the Business Funding Manager, I work on your behalf with funding companies to obtain the capital you are seeking.

(CALL PURPOSE – WITH BENEFIT TO MERCHANT)

Do you have a 15 minutes to go over some information about the approval that we have for you right now? **(Yes, sure).**

(MAKE EFFORT TO BUILD TRUST) Good. Thank you. I’ve been over the information you provided (OPTIONAL). And, I also looked at your website (e-commerce store).

(VALIDATE AND PROBE BUSINESS)

Mr. /Ms. Merchant, it looks like you’ve built a great (TYPE OF BUSINESS). Congratulations.

(EXPLORE – TELL ME MORE)

Could you please tell me a little more about your (business, services, restaurant, company)? What do you do?

And you’ve been in business since (DATE)? **(Yes, I started it….).**

(VALIDATE POSITIVELY – and add specifics that tie back to what they’ve described).

(Positive - You)

* Excellent. That sounds like a fantastic start for you.
* Wow, that’s very good. You’ve really accomplished a lot in a short time.
* Great. Your hard work is paying off with fast growth.
* Fantastic. You’ve put your business on a strong path for success.
* Well done. Keeping a business open is hard work, so that’s quite an accomplishment.

(Neutral)

* + I understand.
  + I see.
  + OK, alright.
  + Of course.

(Neutral - Negative)

* Uh, huh.
* Oh…
* Hmm...

(PROBE USE AND SOURCES OF FUNDS)

I understand that you are looking for funds to (DESCRIBE PURPOSE).

Can you tell me a bit more about how you plan to use the additional capital? (NOTE: Capture information in the Pitch Notes field)

1. What is the priority for this money? (If many needs and offer amount not enough).
2. Do you have any other needs? (if offer amount is not enough)
3. Will you be making a down payment?

(IMPACT OF FUNDING)

1. How will this funding impact your business results (sales, costs, operations)?
2. What do you see changing for your business, if you can get funded?
3. How would this funding make a difference for you?

(AGREE ON PAIN, SUMMARIZE)

1. So…without the funding, you are having to ……
2. Wow -- that seems like a lot of pressure on your business.
3. I understand. So, with limited capital it’s a challenge in your business to…..
4. Hmm… It sounds like your business growth is limited because you need money to…

(AGREE ON GAINS – QUANTIFY AND VALIDATE POSITIVELY)

1. If you get the money, that would give you an increase in sales of about <Increase in Sales> right?
2. With this money, how much do you think you will be able to save?
3. With more capital, how quickly would that improve your operations?
4. With funding, it sounds like you’d be able to save time and effort. Any idea how much that would add to your profits?
5. With funding, it seems like you’d be able to grow faster. How much more sales revenue do you think you’d get?

(REINFORCE NEED)

1. It makes sense that you need capital now.
2. I see why you are looking for funding.
3. It sounds like more capital would really help right now.

(AGREE ON TIMING NEEDED - THANK YOU)

1. When do you need this money?  ​
2. When do you want to have the money available?
3. What is your timing for the capital?
4. Thank you for quickly confirming the information.
5. Thank you for helping to explain what is in your application file.
6. Thank you for describing more about your business and funding needs.

(DESCRIBE FINANCE COMPANY EVALUATION POINTS)

Mr. /Ms. Anderson, to help you get funded, we reached out to the finance companies that best fit your business and application file. May I briefly explain how they work? ​ **(Yes, sure, OK.)**

Finance companies look at your file and make offers based on the information in your last three bank statements, your revenue and deposits, and how well you've managed your account. They also look at how long your company has been in business, your industry and credit history.  ​

(PRESENT FILE POSITIVES – CONGRATULATE)

Would you like to hear more about what the funding companies said? **(Yes, absolutely).** ​(NOTE: Always present at least 2 positives and at least 1 negative).

On the positive side, they saw that: ​

Positive 1​

Positive 2

Positive 3​

(VALIDATE POSITIVELY)

1. Congratulations on achieving all of that – especially with all the competition you’ve mentioned.
2. That’s and impressive track record – very good. You’ve worked on your business.
3. You’ve made great financial progress by accomplishing all that – well done!

(PRESENT FILE NEGATIVES)

There are also some items they had to consider which are less favorable, specifically:

Negative 1​

Negative 2​

(PRESENT TRIAL OFFER #1) (Note: say it exactly as indicated below).

So, Mr. /Ms. Anderson, the good news is that you are approved. A funder has offered:

<Funding Amount> for <Term>​ with a daily payment of <Daily payment $>. The net funding amount is $$$$$.

You do not need any collateral required to secure this approval and the money can be available within 24 hours.

(DRAIN FOR ALL OBJECTIONS) (NOTE: Listen and capture all the objections before doing any rebuttal. Use Neutral Validation (I see, I understand, OK, alright) and voice tone.)

* How does that sound? ​
* What do you think about this offer?
* How does it differ from what you were expecting? ​
* Is there anything else that’s important? ​
* How do you feel about moving forward with this offer?

(RESTATE OBJECTIONS AND CONFIRM)

So, if I’m understanding your needs, you’d like to be getting… (Note: select based on their objection.)

* More money.
* A change in the term length.
* A lower daily payment.
* Lower funding costs.

Is that correct**? (Yes. Those are both important. Yes, all of that.).**

OBJECTION HANDLING – (NOTE: Use as needed. Deliver at least one strong push-back for each of the issues drained.)

Offer Amount:

* + 1. My job is to help you secure the best possible offer, and this one is based on your past sales and financial performance. You could start with this amount to increase sales and move toward your goals. Would that work? ​
    2. You can take the money as a way to establish a payment history with the finance company and create a relationship. This could open more options for larger amounts in the next few months. How does that sound?
    3. At least takes some of the pressure off you now while you continue to push forward in your business. What do you think?
    4. This amount is based on your average sales (receipts) for the last three months which are ($$$$$$). It’s what this funder has approved for you right now. What are your thoughts?

Term:

* + 1. Paying off the capital with a short term gives you the opportunity to get out of debt quickly in a way your business can afford right now. Can you get started this way?
    2. ​This term lines up with your need to get through the next (NUMBER) months while you (impact of funds on business). Will it help while you do that?
    3. With a shorter term you remain more flexible. If your business grows you retain the option to access to more funds and lower costs sooner. What do you think?
    4. For your industry, this is the longest time they offer for the first term. You could possibly extend this term, if you need to renew. Would this work to get started?

Daily Payment:

* + 1. A daily payment will help your business cash flow. Most merchants really like it because it avoids having to plan for large monthly payments that can throw your finances off. Would that help you?
    2. Finance companies make sure that the daily payment is low enough that you can pay it back easily. Do you think you could pay $$$$ daily?
    3. The daily payment could be a real advantage to you because the finance company will only charge you from Monday to Friday. You don’t pay anything on the money you make over the weekend. Does that advantage change how you see it?
    4. A daily payment schedule provide a faster payment record with the funder than weekly payments – and this leads to more options for you much sooner. Is that important to consider?

Funding Costs (Justification)

* + 1. With this money you will increase your sales by <Increase in sales>. Even if you add in all the funding costs, you will end up with more profit. Without this money, you can’t grow and it costs you every day to wait. What do you think?
    2. You can have the money in 24 hours and this finance company requires no collateral. They have approve your funding and will take the risk now. This is why there is fee. (PAUSE) If you go to a bank, you are looking at months of work, lots of forms and no certainty you will ever be approved. What do you think?
    3. Remember that the funders we reached out to had some concerns with your file, specially. <Insert negative talking points>. The fee helps cover these risks. Does that make sense to you?

OPTIONAL: RESPOND TO QUESTIONS ABOUT INTEREST RATE – IF NEEDED

**What is the interest rate?** There is no interest rate with this offer. This funder uses a flat fee to cover their costs. This is an advantage to you (especially when interest rates are rising), because you know exactly what you will be paying up front.

OPTIONAL: RESPOND TO QUESTIONS ABOUT COST OF CAPITAL – IF NEEDED

**What is the cost of funding (cost of capital)? (**NOTE: REFER TO TRAINING RESPONSES HERE).

(TRANSITION TO OFFER 2 – COMPARE)

Mr. /Ms. Anderson. Those are all important considerations. I was also able to get just one other offer approved for you.

This one is from another funder. They are offering you <Funding Amount> with a <Daily payment $> for <Term>. The net funding amount is $$$$$.

There are some other positive features to this offer, which I’d like to explain also.

(CONFIRM INTEREST TO CONTINUE ON OFFER 2)

Are you interested in hearing more about it? **(Yes, sort of. Sure. I’m not sure. Possibly. Not really, it is still too …).**

(STRUCTURE THE SECOND OFFER – FIRST, NEXT & FINALLY - REACTION)

Well, first --- It’s more money …. (Amount 2 compared to Amount 1). It’s for more time (Term 2 compared to Term 1) and at a lower daily payment of ($ DP1 compared to $DP2). There is no collateral required, just like the first offer.

You may find this is more in line with what you want.

Next, with this offer you get an additional option to renew your advance when it is 60% paid off. Once you reach 60% payoff you can qualify for more money or better terms, if your business continues to trend well.

And finally, with this funder you can save money if you prepay. For example, if you pay very quickly, before 30 days, you will save $$$$$. (OPTIONAL: At 60 days the savings is $$$$, at 90 days it is $$$$$ and at 120 days is it $$$$$.) The earlier you pay, the more you save.

Do you think this second offer is a better option overall? **(Yes, sort of. Possibly. Yes, but it is still too …. [Objection handling]).**

TRIAL CLOSE ON TIMING – READY?

Mr./Ms. Anderson, you indicated you need the money by <Funds Timing>. I think we can make that happen.

Are you ready to move forward? **(Yes, what’s next? – CONTINUE). Maybe, but not sure need to think about it – USE HEAT TRACK – SEE BELOW). No, offer is not good enough – USE REBUTTALS – SEE ABOVE.)**

SELL THRU THE CLOSING PROCESS (3 SIMPLE ITEMS) - YES TRACK

Excellent. The second offer has some definite advantages for you.

In order to get started, Mr. /Ms. Anderson, we will need three simple items.

1. To request the contract for you to review and sign, we need to confirm your banking account and routing numbers from a voided check. Most people just text or email a picture of a voided check. Will that work? **(Yes.** – NOTE: Resolve their questions about this before moving forward).
2. So that your funder can confirm the most recent deposits since your application date, we will need a month-to-date banking statement from (MERCHANT’S BANK NAME). Do you know about how much you have deposited there so far this month? (NOTE: Determine if this is likely to be sufficient and resolve). Can you get that for us?
3. We need to confirm the business ownership is in your name. The best way to do this is for you to send us a copy of (SPECIFIC DOCUMENT). Could you please also send that? **(I don’t want to send that – what else could you use?** NOTE: Resolve before continuing.)

(CONFIRM EMAIL ADDRESS)

Those are the only three items we need to move this forward. Let me be sure you have the correct email address to send this to me. It is (STATE EMAIL SLOWLY) and I will send you an email right now so you can just reply to it.

(CONFIRM FUNDING PLAN)

Mr. /Ms. Anderson, it usually take less than 24 hours to complete all this, so the money could be in your account by this time tomorrow. How does that sound? **(Great, this is going to help my business. Can I get it today? (**Resolve)

What time do you think you can have those three items to me today? (**I’m working so it will be tonight.** NOTE: Confirm a specific time, e.g. 5:00 p.m.)

Good. (OPTIONAL) Can we plan to speak at (NOTE: same as time above -5:00 p.m. today) so I can confirm with you that we have received everything needed? (**OK, is that Eastern Time?** NOTE: Resolve any confusion about time zone.)

(END THE CALL WITH FOLLOW-UP CONFIRMED – MAKE THEM ACCOUNTABLE)

Mr. /Ms. Anderson, is there anything else I can do from One Park Financial right now to help you move forward? (**No, I’m all set, thanks).**

Very good. I will be looking for your email this afternoon and we will speak at <5:00> today. **(Ok, thanks).**

Thank you, Mr. Anderson. **(Goodbye-** NOTE: they hang up first).

Good bye.

(MAYBE – HEAT TRACK – IF THEY ARE STALLING)

**(SOURCE OF TENSION) I need to think about this. I need to talk to my partner/spouse/accountant. I need to run some additional numbers.**

(VALIDATE POSITIVELY)It is an important decision for you and your business.I’m sure you want to think it through carefully and (SOURCE OF TENSION: speak with your partner/spouse/accountant, take another look at the numbers).

(SIMPLIFY THE TENSION)

The real question is … does this offer work for you?

How do you feel about this offer? (Pause for their response. Then, go resolve objections or trial close again).

(REINFORCE GAIN/PAIN) Will it help you move the business forward so you can start to (ACCOMPLISH THE GAIN or REDUCE THE PAIN) that you’ve described?

(EMPHASIZE THE OFFER QUALITY) Mr. /Ms. Anderson, this is an excellent offer for you because (POSITIVES AND NEGATIVES FROM THE FUNDER’s REVIEW). Also, this funder is providing you with (SELECT SPECIFIC FEATURES OF THIS OFFER TO EMPHASIZE). They could have the funds in your account within 24 hours.

Is there anything about this offer that you have questions about?

(PROBE OTHERS’ NEEDS) What do you think your (partner/spouse/accountant):

* …will think is important?
* …will see as positive?
* …will want to know more about?

**(Response.)**

(I CAN HELP WITH THAT RIGHT NOW – CONFIRM RESPONSE)

I can help with that right now. (EXPLAIN RESPONSE).

Is that the information you think you will need for your partner/spouse/accountant?

(SET FOLLOW-UP PLAN WITHIN 24-48 HOURS – FINAL DECISION).

Mr. Ms. Anderson, let’s set up a call for DAY at TIME. (OPTIONAL): I’m happy to speak with your (spouse/partner/accountant) to help answer any questions. I can ask this funder to hold your approval open until DAY for your go-ahead. Will that help?

Excellent. Thank you. I’ve provided my contact information in our prior emails in case you need to reach me. We will speak again on DAY at TIME. Thank you, Mr. /Ms. Anderson.

**Thank you, Goodbye.**