

5-STEP CREDIT SUITE SALES PROCESS



5-Step Credit Suite Sales Process

1. Connecting

The purpose of the CONNECTING phase is to make initial contact with the prospect.

5x5 calls and texts, 5 calls and 5 emails 5 business days in a row



2. Qualification

The purpose of the QUALIFICATION stage is to determine if the prospect is a Sales Qualified Lead (SQL).

SQL=

1. Has a problem you can solve +
2. Has funds to buy +
3. Has an interest in a solution

Sales Bullets for this stage:

- Tell me about your business...
The goal of them telling you about their business is to determine:
How long have you been in business?
What is the product and service you're providing?
- If they have no business, you should determine:
How much money have you set aside to grow your business?
- Is it okay if I ask a few questions?
What is your main goal?
How is your company doing on a monthly basis?

Do you have an idea of what your personal credit score is?

Are you the sole financial decision maker for your business?

- What are you hoping we can do for you?

On a scale from 1-10 how high a priority is building your business credit? Why is this a priority? (Use that answer against them when they say no or try to postpone the purchase)

3. Value

The purpose of the VALUE stage is to deliver the prospect value on the call. This helps you build trust, credibility, rapport, and authority, by teaching them unique things they didn't know before the call. This is how we WOW them so they feel comfortable working with us.



We provide value 3 ways:

1. Fundability check...SOS search to verify name and address
2. Business credit check... Do they have business credit established now
3. Financing pre-qualification... Determine the financing they can get now

Sales Steps in this Stage:

Search their company name with their Secretary of State to verify names spelling and address <https://www.creditsuite.com/blog/start-a-business/>

If no issues with SOS, look for fundability issues such as website quality, using a personal email address, using a cell phone or home address, and not being listed in 411, ask probing questions like for example, I have your email address as X, is this your best email? *(if you see they're using a personal Gmail type email address)*

2. Talking Points:

Based on our conversation we've uncovered some issues with your fundability requirements such as X... *(X are fundability issues uncovered during qualification and value stages)*

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Lenders and credit issuers have a secret set of criteria you must meet to get approved, if you meet it you get an automated and immediate approval, if you don't you get denied, you've experienced this before when applying for credit cards.

Many entrepreneurs think their loan applications get denied because they don't qualify, but in reality more than half of bank loan applications get denied due to potential fraud concerns because your business doesn't meet these fundability standards (fraud red flags)

There are several fundability factors that affect your approval, with SOS being only one, not meeting these is why your application **will** get denied

Let me give you an example, had a client who was denied, fixed fundability, and got approved for an SBA loan, even the loan officer didn't know that was why the loan got denied and now teaches this to their clients

Run a search with one of the reporting agencies to see if they're established now <https://www.creditsuite.com/reports/>

A. Enter company name and state and one of 3 outcomes will happen:

1. There will be no result
2. The company name and address appears
3. The company name, address, and "tradelines" appears
4. Determine financing qualification:

Do you or someone you know have assets you can use as collateral such as real estate, equipment, or a 401k or stocks?

Do you know someone who has good credit who can sign as a guarantor?

When done proving value:

How do you feel about all this?

Have you applied and been denied before, and if so did they tell you why you were declined?

May I show you a solution to improve your fundability and get business credit and financing?

4. Presentation

The purpose of the PRESENTATION stage is to present the proper solution to the customer's problem based on the appropriate Credit Suite product that works best for them.

IMPORTANT... The sales presentation is a PERSONALIZED presentation that's all about **WHAT'S IN IT FOR THEM**... that's ALL they really care about!!!!

Talking Points:

Wouldn't it be great if someone walked you through each one of the fundability requirements so you would **know** you can get approved before you even apply? It's like an open-book test where the answers on getting approved are right in front of you.



That's **exactly** what we're going to do for you. We start day 1 running an in-depth fundability analysis to find the weaknesses in your business. Wouldn't it be better if you find this out **before** you apply, instead of after you're denied?

Then we help you fix fundability deficiencies so you'll know you can get approved before you even apply. And don't forget, that there are **over 125** fundability factors that can get you denied.

(Refer back to where and why they failed fundability check)

Other fundability talking points to use if they know of basic fundability requirements:

- What's on your LexisNexis credit report?
- What are lenders seeing about your banking history on your Chexsystems credit report?
- Have you chosen a high-risk industry based on your industry NAICS code?

Once we've helped you establish your fundability, now it's time to help you start building your business credit profile.

This is a process, and you start with getting some beginning vendors who will approve you with nothing reporting then you'll move on to the higher limit, more well-known sources.

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It's no different than when you got your first personal credit card, you didn't start out with high-limit credit lines, you started with smaller accounts. And what's great about business credit is how quickly you start getting approved for high-limit accounts.

The issue is that you must find vendors who do report, because only 10% do.

So, imagine of all credit sources that exist, **only** 10% actually help you build credit even though they all use your business report for approval decision.

Let me give you an example. You can waste a lot of time applying for credit you think is reporting when it's not, like when Best Buy stopped reporting and most didn't know it and kept applying, but our data team knew right away and notified our clients.

We didn't invent business credit; we just organize it in a way that makes it **easy** for you to succeed.

And by the way, even though this is laid out in a simple easy to follow fashion, we know things happen which is why we give you an **entire** team of advisors who will hold your hand through this process.

One of the things I love about CS is that we don't limit the amount of calls you get with your advisors. You'll get 5 calls from our advisors in the first 5 days. Not only for the first 5 days, but they'll continue to call you regularly after that, and you can reach them by phone, chat, and email as well. So why would we do this for you? That's right, to make sure you're **engaged and succeeding**.

You and your business are unique. So even though our 7-steps are proven to help you succeed quickly, our advisors will guide you through on an individual and personalized basis.

Then we get into store credit, which is exactly what it sounds like, credit at most retail stores. And from there you move on to fleet MasterCard's, even vehicle financing, and eventually get to Visas, Mastercard's, etc.

You're getting a lot of credit to help run **and** grow your business, and at the same time you're protecting your personal credit for the times you're really going to need it.

Remember how we talked about protecting your personal credit?

We have a dedicated finance team who will help you optimize the way you use your personal credit, cashflow, and collateral to get the financing that your business needs to take the next step of growth.

Even if you don't qualify now they'll help you through the entire process just like the advisors are helping you through your business credit building process.

5. Closing

In the CLOSING stage, you're asking for the sale and overcoming objections. This stage may continue over many calls as you route out their concerns and address them.



Talking points to ask for the sale:

- Do you feel like this is something that will help you grow your business? Great, tell me why.
- Are you ready to get started?
- What works best for you, a single discounted payment, or monthly payments?
- I can get you started right now; it is just a matter of a little basic information to complete your enrollment. Sound fair enough?
- Let me get a little bit of basic information, and let's get you started right now.
- Now we have a couple different options to start working with us. We can break the cost up into X payments of just \$X, or if you want to save about \$X you can make a single payment of \$X and you are done. Which one of those options works best for you?

Talking points to overcome objections:

- I apologize for not explaining it correctly. Usually when someone tells me they need to think about it, it's because I didn't cover something correctly or they have questions. Which is it?
- What is it that I missed, did I not explain something correctly, or is it not a good fit, pricing, which one is it?

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- Are you worried about your potential results, or is it something I've forgotten to cover? Seriously, please level with me, could it be the money? Because I'll work with you on a plan that's affordable, what is it you can afford monthly?
- Will it help if I customize the payment plan to make it more affordable?
- Your return on investment will get you 50-100k within 6-9,12 months of being in our program, how can that help your business?

