

Business Credit Finance Suite Consultation Script

.....
Bolding means upbeat, raise your tone-of-voice while underlying means downbeat, lower your voice
.....

Hi, my name is _____ with Novae! You scheduled a free consultation with us for this time, are you available to talk **now**?

Great!

How did you hear about us and how long have you been following us?

Awesome! So, you probably know by now that we help business owners like you build credit for your EIN that's **not** linked to your SSN with **no** personal credit check, as well as get **low rate** business loans.

The hardest part of our program is **qualifying** to get in. This is because we **only** accept people who we **know** can succeed and get credit.

So, tell me a little bit about your business.

Wow, sounds interesting!

What type of monthly revenue are you generating?

What are some of the **biggest** issues, or problems you're dealing with **now**?

So how are things going to look for **you** once you get credit to grow?

Sounds like you have a **bright** future ahead. We're just glad to be part of it because we know that most businesses fail due to **lack of access** to credit and capital.

How much money have you set aside monthly to **grow** your business and make your dream a **reality**?

How is your personal and business credit quality **now**?

No worries, we'll help you build your business credit from scratch **regardless** of personal credit quality.

Did you know that an average business owner will take **3-5 years** to build their business credit?

They **sure do!** But don't worry, with our program you can start to get vendor credit **immediately**, and major revolving **store** credit shortly after.

What is it **exactly** you're hoping we can help you with?

Based on everything you just told me you're a **perfect** fit for our business credit program. Let me tell you a little more about how it works.

soon as you are enrolled, you are matched with someone from our business advisor team that will reach out to you within 48 hours. They will answer any initial questions you have about your Business Credit Finance Suite and see how many items in our 10 step Business Credibility section you've already completed. The main focus here is getting you set up to become lendable and ensuring you have Business Listing Congruency. 98% of businesses haven't even heard of that term before but that's the most important part of getting you set up correctly in the beginning that we've mastered and will be helping you with. We will then get you set up with all the business credit reporting agencies and get you started with Tier 1 of getting business credit. The goal is to move through Tier 1 which is Vendor Credit,

to Tier 2 Department Store Credit, to Tier 3 Fleet Credit, then finally Tier 4 which is Cash credit. This is where you start getting credit cards like American Express, Mastercard, Visa and loans and lines of credit with no personal guarantee. This is what you are looking for correct?

How interested are you on a scale from 1-10?

Closing Statements and Questions

Now you know that we can **quickly** help you build your business credit. So, let me ask you a quick question.

If you have 2 **identical** business selling the same product at the same price in the same small town, one of them had the foresight to build a business credit profile and one didn't which one would be worth more in the event they should ever sell?

Why?

Which business would you rather own?

What would you be willing to invest to have **that** business, how much more do you think it would be worth?

Obviously, because having business credit helps you get the credit you need to grow and makes your business **extremely** valuable as well.

Let me ask, are you getting business credit for your company only, or are you interested in offering it to others as a service as well?

Getting started with our program is **super-easy**. I just need to get a **little** information from you to process your order, and then you'll immediately get your finance suite login credentials to start getting credit.

And, our coaching team will reach out to help you as you get started, and as you continue to build your business credit.

We have investment programs as high \$9,995 , but for you I'd recommend our \$2,495 program.

You can get also get started with **only** 3 payments of \$897, or **only** 6 payments of \$500. In either case with the payment plan, you only get access to the business credit finance suite after the 2nd payment of the 3 pay plan and 3rd payment of the 6 pay plan.

However, you get personal credit repair services beginning right away! With this service, you get a years worth of that service and we make you a \$50K guarantee! We will continue to work with you until you get financing of at least \$50K!

Which option works better for you, one-payment or installments?

(If they don't choose one of those options...)

This is a **perfect** fit for you, so what's holding you back from getting started?

What part of this don't you think is a **perfect** fit where you need to think it over?

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 the 6 month payment plan is great off front since it's so **affordable!**

Business Credit Objection Rebuttals

Loop 1

Does the idea of getting access to high-limit business credit accounts regardless of your personal credit make sense to you, do you like the idea?

Let me say this.

The finance suite can not only help you get money when no other option can, but you are also saving **over \$2,000** from doing this yourself because your D-U-N-S number setup, 411 listing, and your Experian Smart Business access are **all** included. So, you can basically work with our team for the same investment as doing this on your own.

And you are getting this from us, a **highly** reputable company. You can look and easily see that we have a **perfect** reputation with all consumer agencies including the Secretary of State, and a few thousand reviews at novaemoneyworks.com and our customer review site (sotellus.com/novae)

And I'll also still be available for you when you enroll. Don't get me wrong, our advising team does a **phenomenal** job. But my personal success relies on you having success and being happy, so I **really** want to ensure you're successful with getting credit.

Then, when you are **swimming** in credit and growing your business, I know you're going to want to tell your friends and family and refer me.

I can get you setup today with full access to your own finance suite. You can then start getting approved and have access to credit within days.

I can get you started right now, it is just a matter of a little basic information to complete your enrollment.

You said one-payment/installments work better for you, so let's get that started.

Sound fair enough?

Loop 2

(Mention objection into this, answer his objection within the loop)

I hear what you are saying, but let me say this.

If you had access to our finance suite for 6 months now and you were approved for \$50,000 already, you probably wouldn't hesitate to get started, am I right?

Obviously, but you really don't know me, so I don't have the luxury of a track record with you. So, let me tell you a little bit about myself.

I have dedicated **my life** to helping clients like you access the cash, credit, and capital needed to grow their businesses even when the big banks say "no".

I **deeply** want to see you have access to the money you want so you can take your company to the next level. I really want to be a part in making that happen.

And as far as my company goes we have more access to business cash **and** capital than any other company because we deal with all types of financing, where most sources only offer one type. And we're the only source you'll find that offers **both** business credit and loans helping you get more money.

And, your business finance suite is **constantly** updated with all the new and the best sources of cash, credit, and capital.

So, when new financing opportunities open up, you will be the first to know about them and have immediate access.

I can get just a little basic information from you now and you can have full access to your finance suite within the hour. Sound fair enough?

Loop 3

I understand **exactly** what you are saying. Remember, this is the only system in the world where we help you get business credit regardless of your personal credit and help you qualify for financing as you grow and qualify. And it's the only solution that integrates with that Experian Smart Business. This shows how **truly** credible the finance suite really is.

And my company has been opened for 5 years with no customer complaints, but **tons** of customer praise about how much money and credit we have helped them obtain.

And when you start with even your first installments, you can get **full access** to your personal credit portal right now, get access to other financial tools, and pay over time then access the business suite. That just shows how perfect I know this will be for you, as there is **no way** I would have you pay over several months unless I knew that this would work perfect for you.

And even if you can't afford one time payment upfront, we'll work with you. Just let me know what's affordable between the two payment plans and within an hour you can be on your way to accessing more credit than you have ever had access to before.

What payment would work best for you?

(Have Business Credit Finance Suite applications ready to jot down their information so you can easily shift to taking payment information. You can enroll them on your website or email in the application there after.)