

**FINANCE SUITE  
WALKTHROUGH  
TRANSCRIBED & SAMPLES  
CLOSES AND  
OBJECTION LOOPS**

## Finance Suite Walkthrough Transcribed & Samples Closes and Objection Loops

Do you own a business or are you thinking about starting one?

Would you be interested in getting money for your business?

That's great! I have something I know you will absolutely love called the Business Finance Suite.

The finance suite will help you insure your business is setup credibly so you can meet lending guidelines, insuring you stand the best chance of being approved before you even apply. Plus it will give you access to more funding than is available anywhere else, where you can get money even as a startup company or with personal credit challenges. And, through the finance suite you can build a business credit profile and score for your business so you can secure even more money with no personal guarantee or credit check.

I can go on and on about how amazing the finance suite is, but instead let me actually show you the exact money and business credit you can get right now. Do you have 15 minutes now to see the actual money you can secure? If not, which day works best for you this week to get together, Tuesday or Wednesday?

***(When they are ready for the presentation...)***

Today I want to show you the actual money and credit you can get through the finance suite. First, let me ask you a few real quick questions so we both will know this is a great fit for you, and will help you accomplish your goals.

First, tell me a little about your business now.

1. How much money are you currently looking for now and for what purpose?
2. What would your business look like if you received this money?
3. How long have you been looking for business financing for?
4. Have you applied for funding anywhere already?
5. Have you ever secured a SBA loan before through a conventional bank, or known someone who has?
6. Do you have any business or personal assets now that can be used as collateral, such as account receivables, equipment, inventory, stocks, a 401k, real estate, or other assets?
7. Is your business generating cash flow now, and if so how much?
8. How is your personal credit?

Based on everything you just told me the Business Finance Suite is a perfect fit for you.

The problem with obtaining funding right now is that almost all conventional banks are very limited on the funding options they have available.

Most only offer limited access to small SBA secured loans where you must have exceptional personal credit and flawless business financials to qualify.

With the finance suite you can secure financing based on the strengths of your business and you can build business credit for your business which requires no personal credit check or personal guarantee from you.

Let me show you how it works, and most importantly I can show you the exact money and credit you can obtain now.

I'm going to send you an email with a link you can click and see my screen. Let me know when you receive this link.

***(Go to [www.join.me](http://www.join.me) to setup screen sharing so they can see your screen. Join.me is free, and easy to use, and your customers won't need to download any software to make it work. Once you go there, you will send them an email where they can click on a link to see your screen. BEFORE your presentation you might want to try it out so you know how it works.)***

## ACTUAL PRESENTATION

***(The information below is a presentation I recently did that has now been transcribed. This is very long, and there is a lot of content here. I am including the entire transcribed presentation so you will see exactly as I sell it, and so you can get some ideas for your presentation. This is not designed for you to read the whole thing to a client. Instead, it's designed so you can use it as a reference, to put together your own presentation. You will probably see many points you would want to take from this and apply in your own walk through presentation of the finance suite. Remember, the finance suite makes it easy to go through each step and point out the features and benefits to a client along the way, without needing this lengthy script. Still, this is being supplied so you can get all the ideas and content to apply to your own unique presentation.)***

Hello this is \_\_\_\_your name\_\_\_\_ and today we're going to take a look at the business finance suite. The finance suite is the most comprehensive funding solution available today. Through the finance suite you can build your business credit and obtain financing for your business.

Let me take you for a VIP tour so you can see the actual finance suite in action and see the actual financing and credit you can secure, and we'll even talk a little more about how business credit really works.

When you get started with your own finance suite you will login and be looking at the dashboard. Now there are a lot of features on the dashboard that we will come back to. What I do want to point out is that this is a 6 step system for obtaining financing and building business credit, and you can see here how there are a few tips relating to what step you are currently on.

You will get started right here in step 1, which you can access by clicking step 1 in the side bar, or down here in the lower part of the finance suite dashboard.

Now you'll see in step one each step comes with written instructions, audio, and video making it easy to navigate through. Plus you are assisted with concierge service by your own personal certified business advisor, who will hold your hand and help you each step of the way. The very first thing you will do in step one is walk through a compliance checklist to insure you meet the lenders credibility standards.

These are the things lenders are looking for to determine whether they will approve or deny you for financing. The problem is when most people go to apply for business financing with their bank, the bank has never taken the time tell you exactly what their actual underwriting guidelines are. So you apply, but you don't really know what the lender is looking for to approve you.

In step 1 we break that secret code and walk you through and have you complete an easy online application. But this online application is unlike anything you've ever seen before, because we're explaining the lender secret formula as you complete your application. We literally tell you exactly what the lender's looking for, even help you meet that criteria so you'll know you have the best chance of getting approved before you even apply.

And again you can access all types of videos, audio, written details, and have your own business advisor to help you walk through this lending criteria so you'll know exactly what you're going to need to make sure you can get approved. And we even use the exact same technology lenders use. So right here if you enter a home address instead of a business address for example, the finance suite will recognize that is a home address, and alert you that lenders will see that it is not a real business address, which would affect your ability to get approved.

And one of the best parts of the finance suite is that if you don't meet this criteria lenders require, in one click you can connect with the solution that will help insure you do meet that criteria so you can get approved. So for example if you don't have a business address now, the system will connect you to a virtual address source where you can quickly setup a virtual address for your business. This would be a virtual address that you can put on your application as your business address, but really this is just an address that you get your mail at. Or if you don't have a business phone number, right through the finance suite you can get set up for a phone number, fax number, website, or even an email address.

Some items such as listing your phone number with 411, are included as part of your enrollment, and there is no additional cost from you whatsoever.

Other things, such as setting up a phone number with Ring Central, will have a cost involved. It might cost you \$9.99 a month, for example, to setup your new phone number. What we've done is find the best companies in each industry like Ring Central for phones, and have negotiated a cheap wholesale rate

you would never get on your own and then made it very easy for you to obtain these needed services by providing you a one click solution so you can easily and quickly get those services.

And a lot of these sources, when you do click to obtain the service, the information you already entered into your finance suite will actually auto populate for you. So it saves you a ton of time. Now you can come through, get access to exactly what you need to meet the lender criteria, and in one click a lot of your applications will auto populate saving you hours and hours of time.

And the best part about this is, the finance suite works exceptional for a brand new business. A brand new business can come through the system and do all that you would need to do to start a business. EIN number, licensing, corporation, website, phone number, address, everything you would need for a new business can be done right through the finance suite.

And most of my clients who have been in business for a long time have almost always found something in step one that has caused them to be denied before, and once corrected this will gave them the best chance of being approved in the future when you apply for financing.

Right through the system we're explaining why you have probably been denied before, even if you've been business five to twenty years. And once these things are corrected, in the future you will have the best chance of getting approved for financing in the future.

And through the finance suite you even have access to services that are available with no other business credit building system. You see we found services that are awesome that provide you with massive benefit such as online business suite, which helps you get online presence for your website, SEO, website creation everything you would need to get a ton of business for your website, and we even help many of these companies report to the business credit reporting agencies so you can build business credit in the process.

So you can get the services you really need and several of them even report to business credit reporting agencies helping you build your business credit in the process. So in step one we walk you through all lending credibility standards and insure you meet the requirements to get approved. We explain everything that the lenders are looking for and even help you meet this criteria as you go. Now this is really amazing because nobody has ever helped you with this before. Of all the loans and credit you have ever applied for, nobody, no financial planner, no banker, no accountant, has ever sat with you to help you understand what lenders are looking

for so you can meet the criteria before you even apply.

After you have quickly went through step 1 you will move on to step 2, which personally is my favorite step. You see in step two we do what no other business credit building system does. We get you access to financing, actual cash money for your business.

Business credit truly is phenomenal, and later we will talk more about it. But as phenomenal as business credit is, it takes time to build business credit, and can take you as long as 6 months to gain access to cash funding. Many of my clients don't want to wait that long, they want money right now. So in step two we get you access to more funding than you've ever had access to before. And here's the best part, most of the funding, over ninety percent of it, works for you even if your credit isn't perfect. As a matter of fact, a lot of the funding that is available here in step two is available even if you have severe credit challenges now. For example, as we're looking here you can see that they're asking for business and personal assets. So let's say a business has collateral or some kind of asset.

That collateral can be purchase orders or account receivables, commercial real estate, equipment, even inventory. Any of these types of assets can actually be used as collateral so you can secure financing. So for example if your business has account receivables now, you can qualify for account receivable financing even if you have 350 credit score. And your rate on that financing could still be as low as 2%. So not only can you get approved for financing, you're getting better terms than you would ever be able to secure even at your own bank.

And if you have even an average credit score, you can also get financing such as equipment financing, equipment leasing, and other exclusive financing you're not even going to find elsewhere such as wrap financing and commercial signage financing. We also have other financing products such as floor plan financing for auto dealerships and other industry specific financing. If you or a partner does have good personal credit, this opens up even more unsecured financing options for you.

With good personal credit for example you can get credit cards and credit lines from \$30,000 to \$100,000 or even more and you can secure this financing even if you are a brand new start up business and even if you have absolutely no business financials to show whatsoever. Even if they have personal assets, and even with challenged personal credit, you can still get approved for financing through the finance suite. If you have stocks, bonds or other securities you can

secure a line of credit under 2% using those securities as collateral.

And again, you can get approved for this kind of financing even with challenged personal credit. If you have a 401K you can secure up to 100% financing against what is in your 401K. So if you have business or personal collateral, through the finance suite you can get money even with personal credit challenges. Even if you don't have collateral or assets, and even if you just have revenue coming in your business or just have credit card sales, though the finance suite you can still get financing even with personal credit challenges. So this offers a ton of financing options for you, whether you have bad, average, or even good credit.

Once you complete your simple online application in step 2, we do what no human can do. We cross check your business details against underwriting guidelines for thousands of lenders using our unique underwriting engine. Then the finance suite renders a decision of all the financial programs you can qualify for.

You can read details on each program, or listen an audio description. All of your information will auto populate on the funding application saving you time, and in one click you can apply and your application is sent to your own finance officer. It's funny, you go from not being able to get funding, to now we have to give you access to your own certified finance officer to navigate through the sea of potential approvals you can receive. Your finance officer will help you with all aspects of applying and securing your financing.

Now back here on your dashboard, at the bottom you will see a list of program you qualify for but haven't yet applied for, while other programs you've applied for will show right here. And once you do apply, your finance officer helps you choose the best products for your business with the best financing terms.

And you will see that we do so much funding volume that you will receive the most competitive financing terms available anywhere. Basically, we get volume discounts for the funding then pass those savings right on to you, meaning you get more access to funding here than anywhere else, and at the best terms available anywhere.

Banks want good personal credit, good business credit. They want personal and business financials. They want resumes and background information, and P&L statements. And you've got to be in business for about three years to secure most conventional bank SBA type loans.

And if everything in your business isn't perfect, you simply won't get approved. This is exactly why you probably don't know many people, if any, who have ever actually successfully closed on an SBA loan. Statistically almost 90% of bank applications are actually denied.

You see, SBA looks at the entire business and tries to find the weakness. They try to find where their risk is to determine if they want to lend you money. But in step two as you've seen, what we do is focus on the strength of your business. So even if your business just has revenue, you can still qualify for financing because we're focusing just on that strength. The system actually has more funding, more financing sources, and more funding options than any other individual source on the planet.

This is why a lot of my clients who couldn't even get approved for financing at their bank, get the finance suite and then get approved for two, three, four, five or even more programs. And in most cases they are applying and securing financing through 2 or more funding programs at the same time. And if you do want normal, full doc, SBA financing, that's available through the finance suite also.

But on top of those conventional full-doc programs, even if you don't qualify as many don't, we have all of these financing options available to ensure even if you have credit challenges or a startup business, through the finance suite you still have access to funding options. And most of these options you just would never find on your own, no matter how hard you look.

Once you gain access to funding in step 2, you then begin the process of building your business credit. So in step three we help you gain access to your individual business credit reports.

The first thing we do in step 3 is to explain a little bit about what business credit is and how it works. If you're not familiar with how business credit works don't worry you're not alone. Over 90% of the population has no idea how business credit works. This is perfect for you as this means there is a lot more money available to the exclusive group that does.

You're familiar with how personal credit works. You start with nothing, you built your personal credit profile, and then you can get credit cards, loans, car loans even mortgage financing. Exactly the same as true with corporate business credit. A business can build its own business profile. The business can then use that profile and score to qualify for credit cards, loans, car loans, even real estate.

But business credit provides a multitude of benefits that consumer credit just doesn't provide. When you have business credit you have double the borrowing power. You can use your personal credit profile to get money, and you will also have a whole other business credit profile that can also be used to get you even more money.

And on top of that, when done the right way business credit can be built with no personal credit check. That means people with horrendous personal credit could still build business credit successfully with little to no problem. Just as they don't pull your business credit profile when you apply for personal credit, there is no need for a personal credit check when applying for credit for your business. And most of the business credit you secure can be obtained with no personal liability from you, or with no personal guarantee. This means you won't be personally liable for your business debts.

So imagine obtaining a \$3,000 business credit card at Apple, a \$10,000 card at Dell, a \$10,000 Visa card that you can use for your business, and all of these approvals coming to you with no personal liability from you whatsoever. That's the power of business credit. Plus with business credit your approval limits are much higher. Per SBA, approvals are typically 10-100 times higher on business credit than with consumer credit. And you can build business credit and get money very quickly. You can start getting net 30 accounts within a month, start getting revolving store credit within 90 days, and qualify for \$10,000 limit credit cards through Discover, Visa, MasterCard, and American Express in 6 months or less. You could never do this with consumer credit.

The first step in building your business credit in step 3 is to obtain your business credit reports. It's essential that you know what is on your reports, and have the ability to track your reports to watch your new business credit grow. In step 3 you simply input a little bit of data and we get you access to Experian smart business report data that tells you how many trade lines you have reporting now, if you have a score now, and if you have a credit profile already established. All the information you actually need to build your business credit you can obtain in step 3 through Experian Smart Business.

And it's important to note, this is the only place in the planet that gives this data to you at no cost, it's free as part of your enrollment. If you go to Experian or anywhere else you'll pay \$600 annually for the exact same service that you get through your finance suite for free.

Plus you can enroll for full credit monitoring with Experian, Equifax, or with Dun and Bradstreet right through the finance suite. The full monitoring isn't included with your enrollment. But again you don't need to get it because through the financial suite you get the free Experian Smart Business data at no cost.

And through the finance suite you also get a free DUNDS number and free activation of your business credit profile with Dun & Bradstreet. If you call D&B right now and ask them for the same thing, they'll charge you almost \$800. This is the only system on the planet where you get free Experian smart business access and a free DUNS number and free credit profile activation at no cost. This saves you over \$1,400 from what you would have to pay if you didn't have access to the finance suite.

And it shows the power and credibility of the finance suite. This is the only system in the world that Dun and Bradstreet, Equifax and Experian are actually part of. They live data stream report data in real time in our system. So it goes to show you the credibility of the system, considering it's the only system out there that has that unique relationship with all three business reporting agencies. And right here on the dashboard you can quickly glance and see your Experian Smart Business details that update in real-time, and can even access your full monitoring with each reporting agency. So you can easily track your trade lines as they're being built.

Now that they can actually see what you're doing as you're building your business credit, now you'll begin the process of building your actual business credit. Business credit building starts kind of the same way as consumer credit does. A lot of consumer credit starts with secured credit cards. In the business credit world they're not secured cards, instead they are net 30 accounts. This means through the finance suite we help you build your business credit profile with creditors that will give you 30 days to pay those bills. These starter accounts are not revolving accounts yet, we'll get to those. Instead these are accounts that you pay in full every 30 days, and great accounts for business credit building.

Now let me tell you a secret, here's the problem with business credit. See people can't find accounts to start building their business credit because over 90% of trade vendors don't report to the business reporting agencies. The problem is most business building credit companies and most individuals cannot even find vendors to help them really get their business credit profiles initially started.

And if were to look and actually find accounts to start building business credit that do report, you will only typically gain access to a very small amount of accounts from vendors, not giving you much of a selection to choose from. This typically means you are forced to get credit with companies you don't want it with just to build your business credit.

This is not the case with the finance suite. Our system has more vendor and revolving accounts than any other business credit building system out there period. We've got about 60 accounts to just help you start your initial vendor accounts. Over 60 vendor accounts and you only need five to start building your business credit. So you have over 60 to choose from and you only need 5 reporting to start your initial business credit profile.

And as you're about to see, a lot of these are with major sources that they would easily and gladly do business with. Not only do we give you access to more sources than anyone else, look at what you can see as your choosing your new credit cards. You see the companies name and what that company sells and provides. You will also see which business reporting agency they report to, and you can see what you won't find anywhere else, their actual underwriting guidelines.

Again, no other business credit building system does. So now in step one we made sure you meet the lenders guidelines before you apply. And now for each individuals source before you even apply, we tell you the exact underwriting criteria for that source so you can quickly and easily get approved. So you literally know you can get approved before you even apply.

Now this is requires the finance suite to have somebody full time on staff to just go in and get this information. That's the exact reason we have so many sources and we can go and get this kind of underwriting information when nobody else can. And it also makes it very easy for you to choose five accounts you really want to have and also come in and get accounts that you will get approve for. All of these accounts you're seeing here are starter accounts almost anyone can get approved for.

And again these are major companies you are probably already doing business with now anyways. use. RadioShack, Sprint, T-Mobile, Best Buy, Amazon, Tiger Direct, some you've definitely heard of before. And some you haven't heard of before but still offer very valuable services to clients. Staples, Quill, U-line, are all available for you.

So you can get access to vendors you really want to do business with here. And with knowing the underwriting guidelines before you even apply, this gives you the best chance of getting approved. Now I've just shown you about fifty or so and I'm not going to keep going because we can go on and on. There's pages and pages of vendor accounts that you can choose from. And again, your business advisor will help you navigate this large abundance of options to find the best sources for you and your business.

Once you have five accounts reporting on your business reports, which again you can track right here on your dashboard, then you can actually start the process of getting revolving credit accounts. We're talking about getting you approved for accounts in your business name that require in most cases no personal guarantee from you and no personal credit check. And again as you're going to see, many of these are stores you are already doing business with now including Staples, Office Depot, Shell, Home Depot, there are more sources in here again than anywhere else on the planet. Wal-Mart, Costco, even Apple are available to you as you can see.

And don't forget, they will approve you for significant more business credit than they ever would consumer credit. So a lot of these are companies that you will want to get revolving accounts with such as Amazon, a \$10,000 account with Dell, Lowe's, Sears, tons of gas cards, BP, Chevron, Sinclair's, Speedway, Sunoco, everything you probably want access to we have right here in Step five. You can even go through and get high limit Visa cards, MasterCard, even Discover and American Express cards right through the finance suite. All sources you see here on the last page of step 6 are these kinds of Visa and MasterCard accounts that you can use anywhere.

Now once you build your business credit we bring you right back to financing on step six. And step six is kind of like step two. We bring you back to funding because by now you've build your business credit profile and score and can qualify for even more money. You see that's exactly what the finance suite is designed to do. The first thing we do is get insure you qualify with lenders. Then we get you access to cash money for your business. Then help you build your business credit profile and score so you can get even more money with no personal guarantee and no personal credit check.

The finance suite is the most comprehensive financial solution available today, and the only system of its kind. You can insure you meet lending standards, get cash funding for your business, and build your business credit. You are assisted by your own personal finance officer

and business advisor who hold your hand and help you each step of the way. You can more access to funding and business credit than is available anywhere else. And, you get over \$1400 worth of free necessities from the business reporting agencies, which is only available here.

If you visit my website right now you can purchase your own finance suite for only \$4,995. But if you really want to gain access to this powerful finance solution, for today and today only you can get started for only one payment of \$2,495. That's a \$2,000 discount. And for today and today only you can also break your enrollment down into payments, paying only 3 payments of \$995. And with even your first payment you can have full access to your own finance suite. So which option works best for you, the one payment or the monthly payments?

### **Loop 1**

Does the idea of having access to all legitimate sources of business cash and credit make sense to you, do you like the idea?

Let me say this.

Your finance suite connects you with over 2,000 lending sources including banks, credit unions, factoring and merchant companies, private investors, and even venture capital funds.

All the products we discussed are included and even specialty funding programs for auto leasing, home rehab, and more.

Having this many financing options helps you be approved based on your business strengths, regardless of your personal credit and financials.

So your chances of being approved are very good unlike SBA loans.

And you can quickly be approved and receive money within days.

The best part is based on your time in business you should already qualify for over \$50,000 in business credit with no personal credit check and no personal guarantee now.

Our team of business coaches will walk you through the approval process on each account you apply for.

I am also here to help answer any questions you might have.

My business grows with referrals, so I really want to see you get the cash and credit you need to grow your business.

Then, when you are swimming in cash, I know you are going to want to tell your friends and family about me.

And as far as my company goes, we have a perfect reputation with the Secretary of State, the Better Business Bureau, and all other state and Federal agencies.

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

I can get you started right now, it is just a matter of a little basic information to complete your enrollment and you can access your own cash machine today.

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 be saying "let me think about it", 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.

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 in the world today.

And, we have a perfect reputation with all consumer agencies including the Better Business Bureau, and 0 lifetime complaints.

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.

And this system boasts the largest supply of vendors and merchants anywhere for business credit building.

This makes it easy for you to build your business credit quickly, were without the finance suite you probably will never be empowered with this much access to credit for your business.

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**

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

I understand exactly what you are saying. Remember, this is the only system in the world that Experian, Equifax, and Dun & Bradstreet are actually part of. This shows how truly credible the finance suite really is.

And not only are they part of the system, but you get your Experian smart business data for free, and your DUNS number and D&B credit profile activation for free. Without the finance suite you will pay over \$1400 for these same business credit building necessities.

And my company has been opened for years with no customer complaints, but tons of customer praise about how much money and credit we have helped them obtain. I can even send you a link to testimonials so you can hear about other business owners' positive experiences with us.

I don't always offer clients monthly payments, but I really like you a lot, and know the finance suite is perfect for you and your business. So with payments you can get full access to your finance suite now, get money and build your business credit, and pay over time.

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.

Within an hour you can be on your way to accessing more financing and credit than you have ever had access to before.

Let me get a little bit of basic information, and let's get you started right now.