

Postcard Prospecting Process

Hello my name is _____ with David Allen Capital. Are you the owner or manager?

IF THE OWNER OR MANGER IS NOT THERE:

Could you please see to it that they receive this information because we are helping many business owners in the area to get access to funds for growing their business.

IF THE OWNER OR MANAGER IS AVAILABLE THEN PROCEED BELOW:

Hello, I just wanted to introduce myself and drop off some information.

I am _____ and I represent David Allen Capital, who is a small business loan brokerage AND we focus on getting money for business owners such as yourself.

The cool thing is, our lenders love to lend to business owners.

The great thing about our program is that we are SIMPLE and FAST - not requiring a typical bank loan process.

We Can actually get you a decision in 1 day and funds in a week. Plus we value CASH FLOW and Revenue more than Credit score so we have programs for people of all credit situations.- compromised or excellent.

So I just wanted to introduce myself and drop this off (hand postcard) in case you ever have an opportunity that requires more cash or in the event that you were ever in a pinch, we can help.

If they are curious or ask questions:

We do loans from \$10,000 to \$250,000 (and even higher in a lot of cases) and again we do this in under a week without any hoops of deep financial inquiries.

We have a very high approval and simple application process.

Hit some of the bullet points from card and actually point to card so they see what is on there...

“I DON’T HAVE A CURRENT NEED FOR ANY CAPITAL”...

That’s fine, you may know someone who could or you never know what type opportunity may come up that we could help you take advantage of.

“HOW MUCH CAPITAL CAN I QUALIFY FOR WITH YOUR COMPANY?”

The great thing about David Allen Capital is that all we need is a short one-page application to get started and within 24 hours we can have you an amount.

“What are the rates?”

We like to discuss cost or price more than rate because there are so many definitions for rates. But the cost is generally about 1.2 of the loan. Example, you borrow \$100k and pay back \$120k over 18 months or borrow \$50k and pay back \$60k over 18 months. Sometimes it is lower than this but that is ballpark.

When leaving: Always encourage them to visit the website listed on your postcard using your broker ID. “You can learn more there and even fill out a pre qualification form in under 5 minutes”.