



Telemarketing Script

Good morning/good afternoon,

My name is _____ with _____. (insert company name)

Can I please speak with the person responsible for the finances of the company?

If they ask why: _____ (insert company name) provides financial resources to businesses like yours to reduce your cash flow problems and I would like to talk with someone in your company to see I can be of some assistance.

If they connect you to a person and do not ask why: Good morning/good afternoon. My name is _____ with _____ (insert company name). I was wondering if I could have just a few minutes of your time to see if your company would be interested in improving its cash flow.

If they say yes: Okay, great. Unlike traditional loans, which use your personal or corporate credit as collateral, I know funders who use your accounts receivable as collateral and are only interested in your customers' credit. This financing method is known as factoring.

If they seem interested: In fact, I work with PRN Funding who is a factoring firm that purchases the accounts receivable for _____ (insert industry- i.e. medical staffing agencies)

If they are confused about factoring: Instead of waiting 30-90 days for your customers to pay their invoices, a factoring firm advances you the funds on the same day you invoice your customers. You can use this money immediately to pay employees, pay taxes, or expand your business.

If they ask how much it costs: Rates are variable and depend on the volume of sales of your company and the time it takes your customers to pay.

If they want to get more information that you do not have: If it is alright with you, I would like to set up a conference call with PRN Funding so that we can answer all of the questions you have. What time works best for you to have this call? (Take down the time and date they give you, as well as their phone number)

If they say no to the conference call: If it is alright with you, can I take down your email address? I will give PRN Funding your information and they will send you an email further explaining the factoring process.

Thank you very much for your time. We will be in touch.