

Business Loan Hero: Client Getting Checklist

Pre-Requisite Checks

- ☐ Business is legal entity
- ☐ Business is accessible (you can contact this business)
- ☐ Business is not in a restricted category (illegal or in a regulatory concern)

Receptivity Test – *determines the likelihood of a response*

- ☐ Prospect has a basic presence online
- ☐ Prospect has some potential need for funding (working cap, equipment purchases, etc)

PROTIP: Prospects who do not have a website (or is generally neglecting their online presence) may still be responsive. Just because they ignore their online presence, doesn't mean they don't need capital for offline projects.

Building A Prospecting List

- ☐ Create A Master Spreadsheet of Prospects
- ☐ Record Business Name
- ☐ Record Business Email Address
- ☐ Record Telephone Number
- ☐ Record Website(s) URL
- ☐ Record Social Media Profile URLs
- ☐ Record Owner/Contact Name & Contact Information

PROTIP: Resist the urge to use lead scrapers and generated prospect data. Prospects should be "hand-sorted" meaning a human looked at the prospect to determine their status. You can use an outsourcer to build your prospecting list, but ensure they are doing it by hand and not using computer generated list

Finding Contact Information

- ☐ www.manta.com
- ☐ Use the State's listings for the Division of Corporations to find owner info
- ☐ www.whois.com – use domain name registration information
- ☐ LinkedIn / Facebook Pages – owners typically post as self
- ☐ Telephone the business and ask for contact information for proposal submissions

PROTIP: Again, an outsourcer can help you find this information. Do not use lead scrapers or expect results with bulk raw data lists from data warehouses. Higher quality lead research will produce higher quality leads and thus, better results.

Contacting Prospects

- ☐ Use the email templates (included with this course) to gauge responsiveness
- ☐ Funnel interested parties to your preferred lending partner
- ☐ Follow up with prospects who have gone unresponsive
- ☐ Contact 1x week (7 days) for 4 weeks until prospect advances or rejects you (rejection lead)
- ☐ Follow up with rejection leads after 6 months (needs/situations/ideas/moods change over time)

PROTIP: Expect to do a minimum amount of prospecting and “first / second” contacting. Follow-ups help you advance new deals if you are in a pinch. You can make up shortfalls in responsive prospects by increasing the volume of outbound cold approaches.