What if you could **pre-qualify** your merchant leads before wasting time to figure out if they're qualified during the sales process?

> A traditional sales funnel looks like this **Cold call lead lists**

Sales qualified

leads Sales shops out

the deal

Deal sent to **funders**

That may look like 5 steps, but it's actually much more when phone tag, voicemails, unanswered

Decision

In our recent webinar "Persistence Wins! Using the Right Marketing Cadence," CEO of Finserv

Marketing Mike Langford describes the power of

using the BANT Sales Method and how it can work

emails, and more hurdles come into play.

for you as an ISO. But what exactly is the BANT method?



This is where it's decided if the financing amount the merchant will most likely need or will qualify for in the future actually deserves your attention. If so, how much attention?

Pro tip: You probably will want to focus more attention on a business bringing in \$30k a month and looking for \$20k over a business barely making \$15k looking for \$5k.

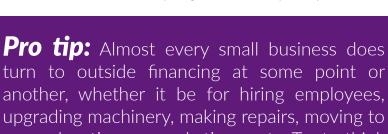
Does your point of contact for the business have the authority to

A uthority

pursue financing? Do they have the "buying power" needed to make a decision on your MCA? If not, how can you get directed the correct contact person? **Pro tip:** If you're using paid social media like

LinkedIn or Facebook to bring in leads, try filtering your target audience by job title

How likely is it that the merchant will need an MCA now or some time in the



that works for a follow up?

a new location, or marketing costs. Try to think of industry specific needs when speaking to your merchant leads.

(T)imeframe Can you determine when the merchant will likely need financing? When should you spend your most time with them: now, or later on? If now is not a

near future? Are they a good fit for your product?

Google calendar invite. They're more likely to actually get on the phone when it's planned as opposed to another cold call.

good time to discuss MCA with them, is there another time in a month or two

Pro tip: Suggest a date in the near future to schedule a quick follow up call and send a



Search sites like Inc.com or Send a personal email **Entrepreneur.com for articles** with articles or stats that you think a specific small business owners can merchant may be relate to and share them on

interested in

Engage with merchants Take the opportunity to interact often via social, email, phone, and IRL Create a social media following or

> Host a happy hour or information sessions for local business owners

VIP

relevant, qualified merchants, and continually engage with them (click here for more information)

Ask Questions That allow the merchant to self select

Once this process of persistent marketing and engagement is done, you'll see a new and improved sales funnel with less wasted time, fewer unqualified leads, and more closed deals!

Think of BANT as a process of elimination, each step chiseling away at the lead until they're qualified

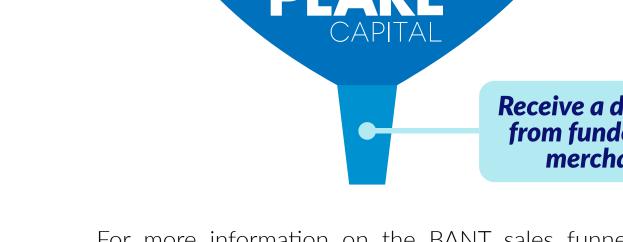
IPROVED "BA **SALES FUNNEL:**

> Deal is sent out to funders like

Sales shops deal once it comes in

from funder and merchant

For more information on the BANT sales funnel, check out our webinar "Persistence Wins! Using the Right Marketing Cadence" (available at the ISO Resource Center on pearlcapital.com)





















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