COMMERCIAL FINANCE LAUNCH PROGRAMME · RUN THE TRUST-LED FIRST CONVERSATION

First-conversation framework

A discovery-question script (business, trigger, objective, constraints) with a transparent how-I-work-and-how-I-am-paid section built in.

01 Understand before you pitch

Understand the business and the need before you mention a product.

The business, the trigger event, and the real objective behind the enquiry.

The constraints: timeline, amount, and what has been tried already.

02 Your transparency, up front

Being clear about how you work and how you are paid is how a cautious owner starts to trust you.

How you work, and how you are paid: your commission disclosure.

Honest expectations on what is achievable and the likely timeline, the lenders' clock, not yours.

03 Agree the next step

A trust-led conversation ends with a clear, agreed next step.

The next step, and how a qualified prospect moves into onboarding.

PREFER THIS DONE FOR YOU?

Want a client portal that carries the trust from first conversation to signed deal?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us