



SHARING THE CREDIT®

The Approach: 30 Seconds

The Charity when Approaching a Business:

Charity: Bill, you have been giving to us for a while now. God bless you. It's donors like you that allow us to do what we do every day. ***You know every time a customer swipes a card here at your business or your site online, ONE of the fees Visa/MC charges your business goes back into the system but can legally go to a 501 non-profit like us.***

.....STOP SPEAKING.....

Bill: "I'm sorry, would you repeat that...?"

Charity: "Of course. *APPARENTLY*, every time Visa/MC takes their pound of flesh out of your business at the end of the month, a part goes to the system, but CAN go to help us [save puppies]."

.....STOP SPEAKING.....

Bill: "How does that work exactly?"

Charity: I am an expert on [Saving Puppies]. I'm way too pretty to know all the ins and outs of Visa/MC, but I can put you in touch with our team at Sharing the Credit. You're busy, I'll have them call you. What's your slow day?"