



QUICK-START GTM GUIDE

Launching your Embedded Capital offering

Welcome to Embedded Capital! You've made a great decision to deepen your relationship with your users and create a new revenue stream. This guide is designed to help your sales and marketing teams hit the ground running and launch your new offering successfully.

For more hands-on support, reach out to your AM to schedule a **deep-dive session** on sales and marketing enablement for embedded Capital.

STEP 1:

The 30-Second Pitch
What's in it for your users?

Your sales and marketing teams need a simple, powerful message. Here's the core value proposition for your users:
"Get funding to grow your business, right here on the platform you already use."

FAST & EASY:

No lengthy applications or bank visits. Receive pre-approved offers and get funds instantly.

SIMPLE REPAYMENTS:

Repay automatically with a fixed percentage of your daily sales. It's that simple.

TRANSPARENT:

One clear, fixed fee. No hidden costs or compounding interest.

STEP 2:

Your "Day One" Sales Kit

Your sales team can start conversations today. Here are the most critical assets they need to understand the product, handle objections, and close deals.

CAPITAL SALES TRAINING:

Sales training that covers how Capital works, how to position its value, and common questions that arise in sales conversations. The foundational “bootcamp” to get a salesperson ready to talk about Capital.

[> Click here to access.](#)

CAPITAL OUTBOUND SALES SCRIPTS:

Ready to use scripts for sales making outbound calls. Containing specific language for opening a call, discovery questions to identify a customer’s need. A tactical tool for active selling.

[> Click here to access](#)

CAPITAL FAQS:

A list of frequently asked questions and answers that you can adapt and use on your website or help center. Covering topics like eligibility, how offers work, repayments, and more. Helps reduce the support burden significantly.

[> Click here to access](#)

STEP 3:

Launch your first Marketing Campaign!

You don't need to create everything from scratch. The "Campaign-in-a-Box for Capital" is your fastest path to a professional marketing launch.

WHAT 'S INSIDE:

A complete toolkit with ready-to-use email templates, marketing assets, and strategic best practices.

HOW TO USE IT:

Simply adapt the templates with your branding and messaging, and you can have your first email campaign ready to go in hours, not weeks.

ACCESS THE TOOLKIT ON THE PLATFORM GROWTH PLAYBOOK: [Capital guide](#)

STEP 4:

Get smart, fast - Essential webinars

Leverage on-demand resources to quickly get your teams up to speed.

FRESHA'S EMBEDDED CAPITAL JOURNEY WEBINAR:

Watch this recording to learn from a highly successful platform's launch - and the 5 key lessons learned. It’s packed with actionable insights.

[> Click here to access](#)

MARKETING BEST-PRACTICES FOR CAPITAL:

On-demand webinar that will run you through marketing best-practices to ramp adoption really quick. And did you know that 80% of users that take a loan return for a second one?

[> Click here to access](#)