THE AIFS PARTNER GUIDE

FOR AGENCY OWNERS · BUSINESS OWNERS · BDMS · CLOSERS · OPERATORS

An AI agency. **Without the delivery.**

You already know twenty businesses that need this. What you have never had is something to sell them that does not hand you the work afterwards. That is what this changes.

- One product. One fixed price
- Four verticals, seventy five business types
- You never handle delivery

START HERE

Six things that are true **about this business.**

1. **Every business that sells something expensive is paying to talk to people who were never able to buy.** The owner knows it. Until recently there was nothing they could do about it, because the only way to find out was to get somebody on the phone and ask.

2. **That changed.** A lead can now be read on real financial data the moment they arrive, with a soft check that has no impact on anybody's credit score. The ranking happens before the call instead of during it.

3. **The software exists and it is already installed in businesses.** We built it, we sell it ourselves, and we install every one. The problem is not the technology.

4. **The problem is that almost no owner knows this is possible.** That is a distribution gap, and distribution is the one thing software cannot solve on its own.

5. **You close it.** One product, one fixed price, no proposals and no quotes. You have the conversation. We install, onboard and support every business you sell.

6. **You are paid inside the transaction.** 80% of the install price lands in your own Stripe account in the same payment the business makes. Nothing is held.

THREE THINGS YOU CAN LOOK AT RIGHT NOW, NONE OF WHICH NEED US

Watch the software work

Six minutes. It reads a real lead and routes it. The same demo a business owner sees before they buy.

Play it ↗

See who you would sell to

Four verticals and seventy five business types. Elective care, trades, coaching and consulting, each written up with what to say.

Open it ↗

A Product Brief (Elective Medical example)

Written for one industry. Judge whether it would land with somebody you already know.

Open it ↗

THE THING NOBODY SAYS OUT LOUD

Every agency hits the same ceiling. It is never sales. **It is delivery.**

You can always sell more. What you cannot do is deliver more without hiring, managing, and inheriting every problem that comes with it. That is the wall, and it is the reason most good operators stay exactly where they are.

CONTENTS

PART ONE

What is it?

The problem, the software, and the businesses it is built for.

01 · THE OPENING

Why this exists now, **and not five years ago.**

Every business that sells something expensive has the same problem. Most of them have never had a name for it, and until recently there was nothing anybody could do about it anyway.

01 Every high ticket business runs on leads it pays for

A clinic, a roofing company, a coach, a consultancy. They all buy attention. The lead arrives, somebody books a call, and a human being spends real time in front of that person before anybody knows whether they were ever in a position to buy.

02 The only qualifying tool anybody had was a question

What is your budget. Are you ready to move forward. How soon are you looking to start. Every one of those relies on the lead telling the truth about their own money, to a stranger, in a form, before they trust anybody. People type whatever gets them the call. Everybody in sales knows this and nobody had an alternative.

03 So the calendar fills with whoever filled in a form best

Not whoever can actually buy. The owner pays for the lead, pays for the closer's hour, and finds out at the end of that hour that it was never going to happen. Then they do it again tomorrow. The waste is not visible on any dashboard because it looks exactly like a normal day.

04 What changed is where the data sits

A lead can now be read on real financial data at the moment they enter a funnel. A soft check with no impact on their credit score. It returns credit position, an estimated income band, debt to income, available credit and a read on readiness, rather than whatever the person typed into a box. The ranking that used to happen on the call now happens before it. That is the entire technical shift, and it is recent.

05 The software already exists and is already running

We built it. It installs into the funnel a business already has, it reads every lead, it routes each one, and it feeds the qualified data back so the ads learn from real buyers. We sell it ourselves, we install every one, and we support them after. There is nothing experimental left to prove.

06 The gap is not technology. It is that nobody has told them

Almost no business owner knows this is possible. The ones who suspect it have no idea who to buy it from. That is a distribution problem, and distribution is the one thing a software company cannot solve by building more software. It is solved by people who already have the relationships.

> **That is the opportunity, said plainly.** A product that works, a market that has the problem and does not know there is an answer, and a shortage of people who can walk into those rooms and be taken seriously. If you are reading this you are probably already one of those people. You have simply never had this to carry.

02 · THE PRODUCT

What you would actually **be selling.**

One product. One price. No catalogue, no tiers, and no custom quote to build on a call. The reason it is easy to sell is buried in how simple it is.

AI Funding Solutions is agentic software a business installs into the funnel it already runs. **EZ Check** is the pre qualification engine and the portal their team uses every day. Nothing about their marketing changes. Same ads, same spend, same traffic. What changes is what happens to a lead once it arrives.

MOVE 01

Install

The smart form and the pre qualification engine drop into the funnel they already have. No rebuild, no new CRM, no developers to hire. Live in days rather than months.

MOVE 02

Qualify

Every lead is read the moment it lands. Credit position, estimated income, debt to income, available credit and readiness, on a soft check with no impact to anybody's credit score. Nobody can fudge a form, because nothing is being taken on trust.

MOVE 03

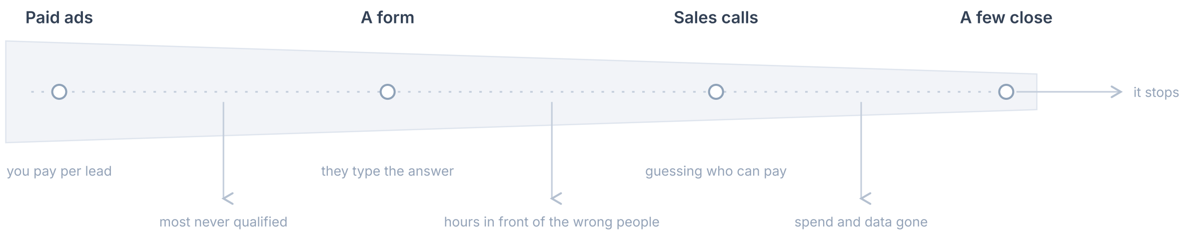
Route

Each lead is sent where it belongs and the business sets the rules. Ready buyers to the closers. Everyone else where the owner decides. Then the qualified data goes back into the funnel so the ads learn from real buyers.

THE WHOLE THING IN TWO PICTURES

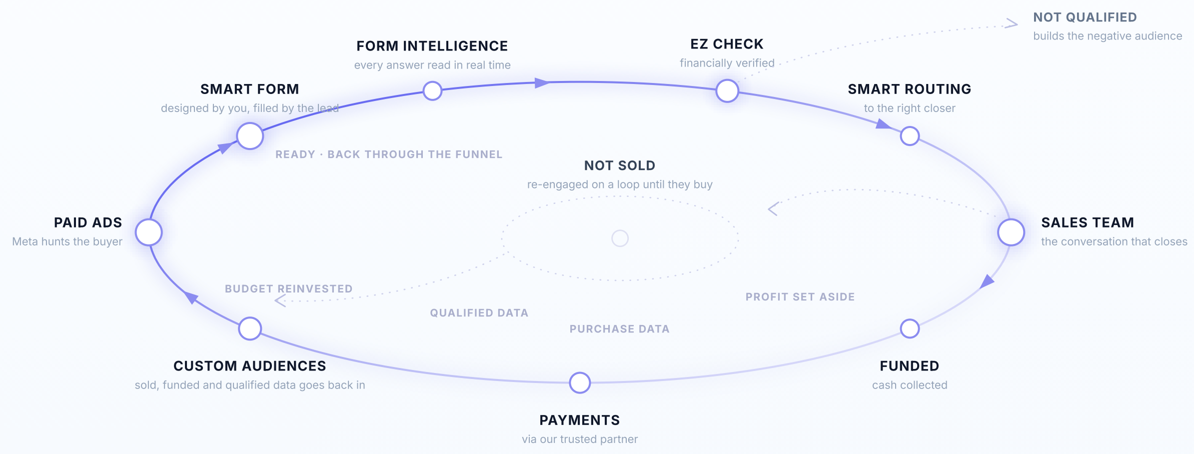
This is the picture you will draw for a business owner more than any other. Same ads, same spend, same traffic. The only difference is what happens to a lead once it arrives, and what happens to the money and the data afterwards.

BEFORE · A FUNNEL WITHOUT IT



They pay for the lead once. Most were never qualified, the calls burn on people who could not proceed, and when the spend is done the money and the data are both gone. One direction, and it is over.

AFTER · THE SAME FUNNEL WITH EZ CHECK INSTALLED



Same ads. Same leads. Same team. The lead is read before anybody picks up the phone, the ready ones go straight to a human, nobody else gets thrown away, and the qualified data goes back into the ads so the next lap is aimed better than the last.

WHAT THE BUSINESS ACTUALLY SEES

Do not take the diagram's word for it. This is the demo a business owner watches before they buy, and it is the fastest way to understand what you would be putting your name to.

EZ Check, live Six minutes · the same demo a business owner watches before they buy

Watch the demo · aifs-offer-production.up.railway.app/ez-check-demo.mp4

> **Use these two pictures.** Most owners understand the product from the second picture faster than from any sentence you could say. If you only ever memorise one thing to draw on a whiteboard or paste into a message, make it the loop.

WHY THAT IS EASY TO PUT IN FRONT OF SOMEBODY

WHAT NORMALLY MAKES SELLING HARD

Explaining a complicated product

WHAT IS TRUE HERE

Three words in order. Install, qualify, route. An owner who can repeat those back has understood what they are buying.

WHAT NORMALLY MAKES SELLING HARD

Defending the price

WHAT IS TRUE HERE

The install price is fixed by AIFS and is the same for every business and every partner. You are never in a price negotiation because there is nothing to negotiate.

WHAT NORMALLY MAKES SELLING HARD

Building a proposal

WHAT IS TRUE HERE

There is no proposal. There is a product brief for their vertical, and it is already written.

WHAT NORMALLY MAKES SELLING HARD

Getting them to feel the problem

WHAT IS TRUE HERE

They already feel it. Every owner in scope has sat through calls with people who were never able to buy. You are naming a wound, not creating one.

WHAT NORMALLY MAKES SELLING HARD

Delivering after the sale

WHAT IS TRUE HERE

You do not deliver. We install, we onboard, we support. Your job finishes at the sale and you keep the relationship.

03 · THE BUYER

How to spot a business that needs this. **Three questions about what they sell.**

There are two different customers in this story and it is worth separating them now. **You sell to a business.** That business sells to its own customers. Everything below is about that second layer, because the state of it is what decides whether the business in front of you has the problem.

> **You are not looking for an industry. You are looking for a shape.** Learn these three questions and you can spot a business that fits in any market, including ones nobody has written down yet.

01

QUESTION ONE

Do their customers pay out of their own pocket?

Not insurance, not a landlord, not a company card. The person sitting in front of them is the one who has to find the money.

If somebody else pays, there is no affordability problem to solve and this business is not a fit.

02

QUESTION TWO

Do they sell it in a consult, a quote or a call?

Somebody on their team spends real time with a customer before there is any money on the table. A site visit, a consultation, a discovery call.

If it sells off a shelf, nobody there is burning an hour on people who were never able to buy.

03

QUESTION THREE

Is their price big enough that "I cannot afford it right now" is a real answer?

Big enough that a customer has to think about it, plan for it, or ask somebody else first. Roughly three thousand dollars and up.

Small tickets do not have this problem, so there is nothing here to fix.

✓

THREE YES ANSWERS

That business is losing money in a way nobody has ever shown them

Somebody there is spending real hours in front of people who were never able to pay, week after week, and no dashboard has ever told them which was which.

TWO MORE THINGS THAT HAVE TO BE TRUE

The three questions tell you the business has the problem. These two tell you the software has something to work with.

LEAD FLOW

Customers arrive through a funnel

Paid ads, or organic that runs through a form. The software reads leads as they arrive, so a business with no incoming leads has nothing for it to read.

SOMEBODY TO ROUTE TO

There is a sales team, even a small one

One person taking calls is enough. This puts the right customer in front of whoever does the selling. It does not replace that person.

FOUR VERTICALS, SEVENTY FIVE BUSINESS TYPES

Every business type below has already been mapped out for you, with how to spot one from the outside, where you have almost certainly met one already, and what actually hurts in the owner's own words.

18 TYPES

Elective care

Self pay medicine. The patient finds the money themselves and the practice watches half of them walk.

23 TYPES

Trades

Big ticket work on a house. Quoted in person, and the deals die on money rather than on craftsmanship.

17 TYPES

Coaching

High ticket programs sold on a call, where the money conversation is deeply personal.

17 TYPES

Consulting

Expertise sold to businesses, where the buyer has to justify the spend to somebody else.

All seventy five, written up

Every business type across the four verticals, and what to say to each.

Open it ↗

A Product Brief (Elective Medical example)

The document a business reads before they buy. Medical, trades and coaching versions exist.

Open it ↗

THE WHOLE OPPORTUNITY IN ONE LINE

The software is not the hard part. **Getting in front of the people who need it is.**

We can build faster than we can walk into rooms. You can already walk into rooms. That is the entire trade, and it is why the split is 80/20 rather than a referral fee.

PART TWO

What is an AIFS partner?

The role itself, why every other version of it fell short, and what it actually feels like.

04 · WHAT YOU BECOME

An AI agency. **Without the delivery.**

That is the whole identity, and it is worth sitting with for a second, because it is a category most people do not know exists.

An agency sells a service and then has to perform it. Every sale creates work. Win five clients and you have created five months of obligation, so your best month becomes next month's problem, and the only way out is headcount you now have to feed.

An AIFS partner sells software that somebody else installs. You have the conversation, the business buys, and then our team does the deploying, the onboarding, the training and the support. Every sale you make creates nothing for you to do.

> Every sale an agency makes creates work.
> **Every sale you make creates none.**
>
> That single difference is what removes the ceiling.

THE SAME BUSINESS, BUILT TWO WAYS

OPTION A

Build the AI agency yourself

- × Find a product or build one, then find out if anybody wants it
- × Learn the technical side well enough to deploy it
- × Write the material, the briefs, the sequences and the scripts
- × Price it, defend the price, and discount when somebody pushes
- × Deliver every client yourself, or hire people to
- × Carry the support, the bugs and the fires, forever
- × Get paid in thirty days, if they pay

Twelve to eighteen months before you know if it works.

OPTION B

Carry ours instead

- ✓ The product exists, is installed in businesses, and we sell it ourselves
- ✓ You never touch the technical side. Not once, not ever
- ✓ Every brief, sequence and script is written and already in your account
- ✓ One fixed price, set by us. Nothing to quote and nothing to defend
- ✓ We install every business you sell
- ✓ We carry support. You keep the relationship
- ✓ Paid inside the transaction, into your own Stripe

Your account is live within four business hours.

WHAT THAT ACTUALLY LOOKS LIKE AS A NUMBER

1 Product to learn. Not a catalogue	**1** Price, fixed. Never negotiated
0 Installs you do yourself	**0** Support tickets that reach you
3 Questions to qualify any business	**4** Verticals, 75 business types
80% Of every install, paid to you	**48h** From joining to first messages out

> **Those two zeros are the offer.** An agency that sells more has to deliver more, hire more and manage more. You do not. Everything else follows from that one difference.

05 · THE OTHER ROADS

You have probably tried to solve this already. **It was never you.**

Almost everyone reading this has been down at least one of these roads. They are all reasonable and they all end in the same place, for reasons that have nothing to do with how good you are.

01

THE FIRST ROAD

You built an agency, or you ran one

It worked until it worked. Every client you won made the following month heavier, so your best selling month became your worst operating month. Then you either hired, and inherited a payroll you have to feed in a slow quarter, or you capped it and quietly stopped selling.

What was missing. Not clients and not ability. A product that stays finished after you sell it.

02

THE SECOND ROAD

You sold somebody else's product for them

Good product, real commission, and a skill that took years to build. All of it compounding into somebody else's company. Their CRM, their accounts, their client list. The day you leave you take the skill and nothing else, which is exactly what you walked in with.

What was missing. Not performance. Anything of your own at the end of it.

03

THE THIRD ROAD

You bought the course, or the certification

You learned something real. Then you closed the last module and had to go and find something to point it at, invent the offer, work out the pricing, and deliver whatever you promised. The teaching was fine. You were handed a skill and left to source everything around it.

What was missing. Not the training. A finished offer that was already selling before you arrived.

> Three roads, three different missing pieces, **and not one of them was you.**
>
> The agency had no product. The job had no ownership. The course had no offer.

This is the first version where you get all three in the same place. A product that is finished and already selling, an account and a client relationship that are yours, and no delivery attached to either.

> **And if nothing changes.** Another twelve months of retainers that end, or of building somebody else's asset, or of a skill still looking for something to be pointed at. That is the honest alternative and it is worth weighing properly, because it is the one that happens by default.

06 · WHAT IT FEELS LIKE

A Tuesday, **six months from now.**

Everything else in here is the model. This is the part that is difficult to explain and is the actual reason people do it.

> It is Tuesday morning. Coffee, one screen open.
>
> There are four businesses on it. One you spoke to last week who has gone quiet. One who asked for the brief on Friday. One who said yes on Sunday night by message, because they had already decided and did not need another call. And one that went live yesterday, which you know because you were told, not because you did anything.
>
> You spend forty minutes on it. Then you close the laptop, because there is genuinely nothing else for you to do.
>
> **That is the part nobody believes until they have lived a month of it.** The business that went live yesterday is not going to ring you. There is no deliverable due, no report to write, no build to finish, no login to fix and nobody waiting on you. The work that sale created went to a team that is not yours, on purpose, by design.
>
> Six months ago the same sale would have created three weeks of obligation and a quiet dread about the one before it.

THE THINGS THAT CATCH PEOPLE OFF GUARD

SUNDAY NIGHTS

You notice they feel different before you notice why

There is no week ahead full of other people's expectations. Nothing you sold last month is going to become a problem this month. It takes most people about six weeks to trust that, and they usually describe the moment they finally do.

YOU STOP HIRING IN YOUR HEAD

The mental maths that has run for years just stops

If I win three more, I need somebody. If I need somebody, I need to be able to pay them in a slow month. Every operator runs that loop constantly. It is not solved here. It is removed, because more sales do not create more work.

THE ANSWER TO WHAT DO YOU DO

It gets easier to say and better to hear

You put AI software into businesses that are burning money on the wrong leads. People lean in rather than nod politely, and for the first time the follow up question is one you actually want to answer.

DRIVING PAST ONE

Something you sold is running without you

A clinic, a roofing company, a firm you know. It is using software you introduced, it is still running, and it still knows your name. You have not touched it in four months.

> You get the upside of owning software **without the weight of running a software company.**
>
> That trade is the whole thing, and it is rarer than it sounds.

AND THE PART THAT IS GENUINELY HARD

You still have to start conversations. Some go nowhere, some people you were sure about say no, and the first fortnight feels slower than you expect because you are learning to see businesses differently before you are learning to sell to them. Nobody warns anyone about that part and it is where most people stop.

What is different is that none of the hard parts are the ones that usually end things. You are not building a product, learning to deploy software, writing material at midnight, or carrying delivery for a client who has stopped replying. Every one of those is somebody else's job here, and it is the reason the ceiling moves.

PART THREE

How does it work?

What you get, how you are paid, and how quickly it moves.

BEFORE YOU READ THE LIST

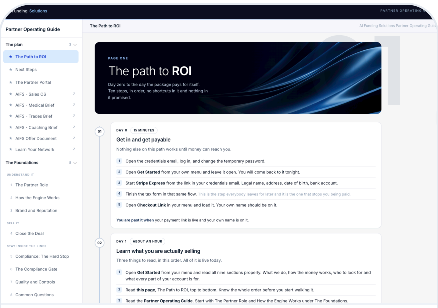
You are not buying training. **You are buying a business that is already switched on.**

Most programmes sell you a course and an empty dashboard, then call the gap between those two things your problem. Your account here is configured, connected and tested before your credentials are sent, with the creative already sitting inside it.

07 · WHAT YOU GET

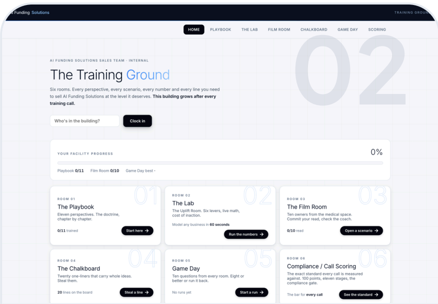
All of it live in your account **before your first login.**

The account is configured and connected before you ever see it. The creative is already inside it. This is not a subscription and an empty dashboard, it is a working selling operation with your name on it. Reading a list of it is the worst way to judge it, which is why we open the real thing and walk it with you live.



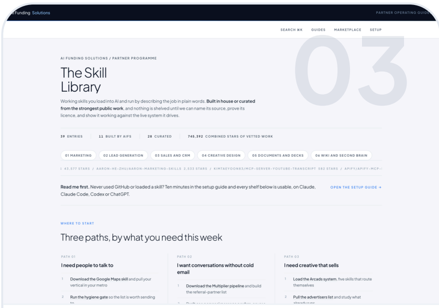
The Partner Operating Guide

Every play written down. The plan, the path and every word to say.



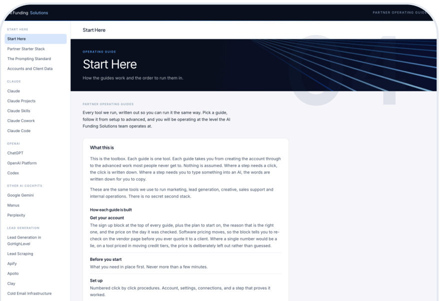
The Training Ground

Six rooms to rehearse in before it counts, plus twenty six live calls across six months.



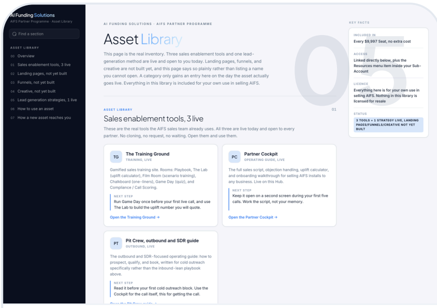
The Skill Library

Working AI skills you load and run by describing the job in plain words.



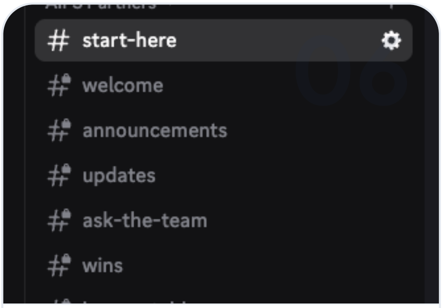
The Tool Library

Every tool in the stack, taught from a blank account to a real result.



The Asset Library

Sales enablement, tested creative and briefs you put your own name on.



The Partner Community

The room with the team and the other partners. Wins, office hours, ask anything.

A glimpse rather than the tour. Six of the live surfaces partners work in today, exactly as they look, and there is far more behind them.

> **No monthly fee. No quota. No cut of your commission.** You pay once and the system is yours to run. Sell nothing and you owe nothing. There is no clawback for inactivity and nothing to cancel.

AND THE PART THAT IS NOT ON THE LIST

Every business you sell is installed, onboarded and supported by us. You are not learning to deploy software, you are not on the technical calls, and you are not the one a client rings when something breaks. That is ours. You keep the relationship and we run the platform, and those two things are deliberately separate.

How you get paid, **in one page.**

There is no invoicing, no waiting on a payout run and nothing held back. The split happens inside the transaction itself.

THE SPLIT

80% to you. **20% to us.**

A business pays a fixed install price of $4,997 and Stripe splits it as the payment is made. 80% lands in your own Stripe balance immediately. The other 20% is ours and it covers the install, the onboarding and the delivery work that follows.

80%

Yours, in your own Stripe account, in the same transaction the business pays.

20%

Ours. It pays for installing and supporting the business you just sold.

Fixed price

$4,997 for every business and every partner. You are never in a price negotiation.

> **One payment, and it is the only one you are part of.** The business pays the **$4,997** install, fixed, and it splits 80% to you and 20% to us the moment they pay your link. There is no second invoice for you to raise and nothing for you to chase.

> **The moment they pay, it leaves you.** The charge itself starts everything on our side. Nothing is handed over by you, nothing is chased by you, and nobody at our end waits on you to tell them. You keep the client. We take the work.

Because the price never moves, the only lever you have is how many of the right conversations you have. That is the entire job. Finding the right businesses matters more here than closing technique ever will.

09 · HOW FAST IT MOVES

From joining to your first conversation, **in about two days.**

Most things you could buy take months to become anything. This is worth understanding before anything else, because speed is the whole reason the model is built the way it is.

01

DAY ONE | FIVE MINUTES OF ADMIN

You join, and that is the last form you fill in

One short form so we can configure your account for you rather than generically. That is the only admin in the entire programme.

02

SAME DAY | WITHIN FOUR BUSINESS HOURS

Your account is built while you get on with your day

Pipeline, contacts, conversations, calendars, forms, automations and your own payment link. Configured, connected and tested by us before your credentials are sent, with the creative already sitting inside it. You do not set anything up.

03

INSIDE FORTY EIGHT HOURS | FORTY FIVE MINUTES, ONE TO ONE

We walk it with you and map your first twenty

Screen to screen through your own account, then we take the businesses you already know and put them in order. Which three to speak to first, what to say to each, and why those three rather than the others.

✓

END OF DAY TWO

Your first conversations are live

Trained, configured, payable and talking to real businesses inside two days of a standing start. None of it technical, and none of it built by you.

> Everything you would normally spend three months building **is finished before you log in.**
>
> That is what the 20% pays for.

AND THEN THE WORK ITSELF, WHICH NEVER CHANGES

THE STAGE	WHAT IT INVOLVES	WHO DOES IT
Find them	Work through the businesses you already know and pick the ones that pass the three questions.	You
Open it	One question rather than a pitch. Nobody has a reflex against being asked something good about their own business.	You
Show them	Send the product brief for their vertical instead of explaining, then get the ones who reply onto a call.	You, with our material
Close it	Send your payment link. There is no proposal to build and no price to negotiate, so there is nothing to prepare.	You
Install it	Deployment, onboarding, training and support for the business you just sold.	Us

THE STAGE

Support it

WHAT IT INVOLVES

Everything afterwards, for as long as that business runs it.

WHO DOES IT

Us

Four things you do and two you never touch. That ratio is the offer. It does not change when you have one client or thirty, which is the part that matters, because it means the thing that usually breaks when a business grows cannot break here.

PART FOUR

Why you, specifically

What you are already holding that makes this work, and what changes once you point it somewhere.

10 · YOUR UNFAIR ADVANTAGE

Where your opportunity actually is. **You are already holding it.**

Most people read something like this and think about whether they could learn to sell it. That is the wrong question. The right one is what you already have that most people do not, because in every case below it is the expensive half and you finished building it years ago.

IF YOU RUN A MARKETING AGENCY

You can install it in your own business before you ever sell it

What you already have. Live ad accounts, funnels you control, and a book of clients who trust you with their lead generation. That trust is the hardest asset in this entire business to build and you finished building it.

Where the opportunity is. Put it on your own traffic first. Within days you are reading every lead you generate on real financial data instead of guessing. From that point you are never describing this product to anybody, you are reporting on it.

Then it turns outward. For every client you already have, it is an immediate lift in the quality of the leads you are handing them, which is the one thing that decides whether they keep paying you. The qualified data builds positive and negative audiences off real financial signals rather than form fills, so the campaigns you are already running get sharper every cycle. Top of funnel to close, on work you are doing anyway.

You are not bolting a new product onto your agency. You are making the thing you already sell measurably better, and giving yourself something to bring to every future client on the first call.

IF YOU OWN A BUSINESS

You have the problem, and you have a phone full of people who also have it

What you already have. A business that lives the exact problem this solves, and a network of other owners you actually talk to. Not contacts. People who take your call.

Where the opportunity is. Run it in your own business first, so you are never selling from theory. You are telling somebody what happened in yours. Owners believe other owners in a way they will never believe a salesperson, and that gap is worth more than any script.

Every conversation you already have every week with another owner is a conversation this fits inside.

IF YOU ARE A BDM

It is not your reach. It is who your reach is to

What you already have. Years of relationships inside a specific industry, at the level where things get decided. You know which businesses quote in person, which ones run a sales team, and whose name is on the door.

Where the opportunity is. That map is the exact filter this product needs, and almost nobody has one. Most people start this by working out who to approach. You start at the end of that problem, on day one, with names and numbers that already answer.

The skill transfers whole. The difference is that this time the account, the pipeline and the client stay yours.

IF YOU CLOSE HIGH TICKET

You have lived the complaint hundreds of times

What you already have. First hand knowledge of the precise pain this removes, and a list of every company you have ever closed for.

Where the opportunity is. You have spent an hour with somebody who was never in a position to buy, over and over, and you know exactly how that feels for the business paying for it. You do not have to learn this pitch. You have been on the receiving end of the problem. And every sales floor you have ever worked on is a business that fits the criteria.

You are the only kind of person who can describe this from the inside, which is the most persuasive position anybody can sell from.

IF YOU BUILD AND RUN THINGS

The half you are good at is the half that is left

What you already have. The ability to build a machine, run it, and do it more than once. What has always been in short supply is a finished offer worth putting through it.

Where the opportunity is. The product, the delivery and the material are done. What is left is distribution and systems, which is the part you are actually good at and the part that scales.

You stop inventing the product and finding the buyer at the same time, which is what kills most of these.

> Every one of you already owns the expensive half. **What has been missing is something to point it at.**
>
> That is the only thing this adds.

11 · THE TRANSFORMATION

The transformation, **stated plainly.**

This is the part that actually matters, and it has nothing to do with money. It is a change in what you own, what compounds and what happens when you stop. Read the right hand column as a description of a different job rather than a better version of the one you have.

	WHERE MOST PEOPLE ARE	WHAT AN AIFS PARTNER HAS
What you sell	Your time, your service, or somebody else's product on somebody else's terms.	One finished product at one fixed price. No catalogue, no quotes, nothing to invent on a call.
Who owns the client	The company you sell for. Their CRM, their account, their relationship.	You do. The account is yours, the pipeline is yours, and the relationship stays yours after the install.
Who delivers	You, usually. The sale creates the work, and the work is the part that eats the month.	We do. Every business is installed, onboarded and supported by our team. Your work ends at the sale.
What decides your ceiling	Hours in the week. More money needs more of them, and there is a hard limit.	How many businesses you can reach. That is a number you can grow on purpose rather than a number you are stuck with.
What compounds	Nothing much. Last year's work proved you can do it again. It does not pay you again.	Relationships and reputation. Every business you install is a live reference sitting inside a market where owners talk to each other.
Where the risk sits	With you. If the product underdelivers, you carry it, and usually you built it.	With us. We built it, we install it, we support it, and our share only exists because you sold one.
What happens when you stop	Income stops with you, because the income was the doing.	

Nothing you sold gets taken away, there is no quota and no clawback, and there is nothing to keep paying for.

What your network is
People you know. Nice to have. Occasionally useful.
The asset. A list of businesses that either fit or do not, and you can tell which in three questions.

THE SENTENCE THAT CHANGES

From “I get paid for what I do” **to “I get paid for who I can reach.”**

That is the whole shift and everything above is a consequence of it. The first sentence has a ceiling made of hours and it resets every month. The second has a ceiling made of relationships, and relationships are the one thing you can build deliberately, that keep working while you sleep, and that nobody can take off you.

It is also the reason the people who do well here are rarely the best salespeople. They are the ones who already had access and finally had something worth walking in with.

> **The honest edge of it.** This does not make you passive and it is not a business that runs without you. Conversations still have to happen and you still have to start them. What changes is that every hour goes into something that stays yours, instead of into a month that resets.

PART FIVE

What happens next

The questions everybody asks, and what the session is for.

12 · STRAIGHT ANSWERS

The questions you are **already asking.**

The ones that come up every time.

I have never heard of AI Funding Solutions. Why should I believe any of this?

You should not, on our say so. So do not. Watch the six minute demo in section 02 and see the software read a lead for yourself. Then open the product brief, the same document a business reads before they buy, and judge whether it would land with somebody you know. Both are linked in here and neither requires you to speak to us. Bring whatever survives that to the session.

Do I need to understand the technology?

No, and trying to is a common way to slow yourself down. Three words in order, install, qualify and route, plus the ability to describe what an owner is losing today. Every technical conversation happens after the sale, with our team, without you on it.

What if I have never sold software before?

Most partners have not. You are not selling software, you are describing a problem an owner already has and handing them a document that explains the fix. The training is built for somebody who has never sold a technical product.

How long until my first deal?

We will not put a number on that, and be wary of anyone who does. What we can tell you is what correlates. The people who start conversations in week one get conversations in days. The people who read everything first and start when they feel ready get conversations in weeks.

Is this an affiliate scheme?

No. There is no recruitment commission, no downline and no override on anybody else. You are paid on installs you sold to real businesses, and we sell the same product ourselves at the same fixed price to businesses who have never heard of a partner.

What does it cost to become a partner?

One payment to join and nothing after it. No monthly fee, no renewal, no minimum spend, no quota and nothing to cancel. You get the number on the session, in full, before you are asked to decide anything.

What if another partner approaches the same business I do?

Whoever registers the business first has it, and it is checked on the legal name rather than a trading name. That protection holds while the deal is moving. It is the reason the very first habit taught is to put a business on your board the day you speak to them, not the day they say yes.

Can I install it in my own business, or in a client's?

Yes, and if you run a business with lead flow it is usually the smartest first move. You stop describing the product and start reporting on it, which is a completely different conversation. Agencies in particular tend to do this before they sell a single one, because it also lifts the quality of what they are already delivering to clients.

What support do I get once I am actually selling?

Twenty six live calls across six months where you bring real deals rather than hypotheticals, a private room with the other partners and our team, and everything we learn from marketing this ourselves lands in your account as it proves out. You are also never alone on delivery, because delivery was never yours.

Do I have to stop what I am doing now?

No, and most people should not. This is added to something rather than swapped for it, which is the entire point of it not carrying delivery. An agency keeps its agency. A BDM keeps their job while they test it on their own network.

How much time does this need each week?

There is no quota and nothing to maintain, because nothing you sell needs feeding afterwards. Partners run this alongside an agency, a job or another business, and the ones who go slowly go slowly by choice.

What are you not telling me?

That the first two weeks feel slower than you expect, because you are learning to see businesses differently before you are learning to sell to them. Nobody warns you about that part and it is the point most people quit.

THE LAST THING WORTH SAYING

You do not have to become a different person. **You have to carry a different thing.**

None of this asks you to learn a new trade, build a product or get better at selling. It asks you to point what you can already do at something that pays you properly and then leaves you alone.

13 · FROM HERE

What happens **when we actually speak.**

A brief can explain a model. It cannot show you the thing itself, and it cannot tell you whether it works for the people you happen to know. Three things happen live that cannot happen on a page.

01

We open the account and walk it live

Not a screenshot. The real thing, on screen, with real businesses moving through it. This is the part almost everybody says they wish they had seen first.

02

We go through the businesses you know

Not a hypothetical market. The ones you can actually reach, checked against the three questions, so you leave knowing where you would start.

03

You get every number in full

What it costs, exactly what that turns on, and the answer to anything in here you want pushed on. Nothing held back and nothing revealed at the last second.

WORTH DOING BEFORE WE SPEAK

Have a look at **who this actually sells to.**

Open the vertical list and read through it properly. Four verticals and seventy five types of business, each one written up with how to spot it, what actually hurts, and what to say first.

It is worth twenty minutes because it makes the size of this obvious in a way no pitch can. For somebody with the ability to introduce a piece of agentic software to a business owner, the list of opportunities is effectively endless. Every town has these businesses and almost none of them know this exists yet.

Open the vertical list ↗

TWO WAYS TO TAKE IT FURTHER

01

A one to one call with our team

Forty five minutes, screen to screen. We walk the live account, go through the businesses you can reach, and answer everything in this brief properly rather than in headlines. If the fit is wrong we will tell you on the call.

02

A live workshop with the team behind it

Meet the people who built the software and who install it. See it run, hear how partners are actually selling it right now, and ask anything in the room. If you would rather look before you speak to anybody one to one, start here.

BOTH START THE SAME WAY

Go back to the person who sent you this brief.

Tell them which of the two you want and they will get it booked. That is the entire next step.

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