



Basic Appointment Setting Script

Mr. Owner, my name is _____ with VMS – Valued Merchant Services

How are you today? Great

I just have a quick question for you...

Do you currently accept Credit & Debit payments from your customers?

Great to hear that, let me ask you this ... when is the last time you had a substantial reduction in your processing rates?

It might interest you to know that Valued Merchant Services has rate plans that are specifically designed for your type of business. Our rates are very difficult for many processors in your area to beat.

Bottom line ... we want to earn your business and we're prepared to offer you a fantastic program designed specifically for your type of business and your needs.

I would like an opportunity to show you what I'm talking about. Our analysis is free and there is no obligation of any kind.

Are you still located at 123 Main Street? (Example) Listen, my consultant is going to be right up the street from you tomorrow. Can you give us 5 to 10 minutes to show you exactly what Valued Merchant Services can do to save your business money? I know without a doubt that you won't regret it!

Do you prefer the morning or afternoon? What's the best time of day for you?

(gather the info required on the appointment worksheet as you set the appointment)

OK ... do me a favor and have a recent copy of your processing statement available so we can show you a side by side comparison of how much money you would save by using us.

Great ... mark us on your calendar for _____ and we will be on time for you.

Thank you and have a great day.