



# Recruiter Script 2024

Hello, my name is \_\_\_\_\_ from Valued Merchant Services

We found your resume on \_\_\_\_\_ are you still looking for work? (If yes, continue...if no, apply the not interested note)

We have a handful of positions available full or part time including lead generation, recruiting, sales and sales leadership? Which of these positions would you like to learn more about? (Once selected, continue to position specific script below...if no, apply not interested note, If they only want to discuss sales leadership offer to email or text more details. To text, send them [www.valuedmerchants.com/rsm](http://www.valuedmerchants.com/rsm) and for email, apply the note "RSM Position Details")

## SALES POSITION SCRIPT:

I always like to be transparent on compensation for sales, let me explain those details first to ensure our plan works for you before taking up too much of your time.

The comp plan centers around lifetime residual income. Each merchant you sign with us will generate between \$100 - \$1000 or more in monthly profits and you will receive 50% or more of those profits for the lifetime of each customer, paid out on the 25<sup>th</sup> of each month. In addition, you will receive between \$100 - \$700 in commission for each merchant when their account is activated and there are opportunities to earn hundreds or even thousands of dollars in additional commissions per account both upfront and as the relationship with the merchant develops on hardware, software and other value-added services like business loans, payroll, ATM's and more. There is even a commission paid to you of up to \$50 when you complete the first step in the sales process with a prospect and present them with a quote, even if you don't end up closing the sale.

What the comp plan DOES NOT offer is salary, hourly, base or benefits. It is independent contractor / 1099 and not W-2 employee.

Before we continue, is that something you are comfortable with under the right circumstances on a full or part time basis? (If yes, continue...if no, apply not interested note)

If they are unsure or do not have time to continue, offer to text a link to our 7-minute orientation video and encourage them to call you back after watching.

[www.valuedmerchants.com/orientation](http://www.valuedmerchants.com/orientation)

Ok. Let me explain a little about our company and what we do. Valued Merchant Services is a nationwide provider of products, services, and technologies for all types of small business. We have one of the best reputations in our industry and have been in business for over 18 years, have an A+ rating & accreditation with the better business bureau and have twice been ranked as one of the fastest growing private companies in America by Inc. magazine.

We provide a wide range of solutions as a one stop shop for merchants including credit card processing systems and services, business loans & lines of credit, payroll solutions, ecommerce, mobile payments, gift & loyalty programs, ATM's, websites & mobile apps, digital & social media marketing, reputation management and much more.

We sell to all types of businesses where electronic payments are accepted, really the only exclusions are nationwide corporations and major chains/franchises like Walmart, BestBuy, McDonalds, Subway and major gas and grocery chains.

DO YOU LIKE WHAT YOU HAVE HEARD SO FAR? (if yes, continue...if no, apply not interested note)

Our agents start out by selling to their hot market (businesses owned by friends, family and inner circle and those they can refer us to, we sell to our warm market (businesses we buy from like our favorite restaurants, family doctor, really anyone we spend money with daily, weekly or monthly as well as businesses we have worked for before or sold to before, we also sell to our cold market which is a local protected territory of 5-15 zip codes including the one you live in and we look to create referral partnerships with all types of b2b sales reps and organizations that already sell their products and services to the merchants in our cold market

The sales process starts with a casual conversation where we complete a needs analysis by asking questions about their business, who they use now for processing, what they like/dislike about them. What they like/dislike about the hardware/software they run cards on now, how long they wait for the funds to be deposited after running a card etc. Once they have answered those questions, the ice has been broken and we then ask for a copy of their current provider's monthly credit card processing statement which outlines their processing volume and rates & fees. This allows us to create a detailed presentation and comparison, and it also completes step 1 in the sales process and earns you your first commission even before the sale is completed.

DOES EVERYTHING MAKE SENSE SO FAR? (If yes, continue...if no, apply the not interested note)

Then we come back to deliver our quote and presentation the next day or as soon as the merchant is ready to sit down for the presentation and then we ask for the order!

We close around 25% on our first attempt, another 10% - 25% on a first follow up attempt and another 10% - 25% or more over time with repeated follow up.

We make it easy for the merchant to sign up as we offer month to month agreements with no cancellation fees, immediate and significant savings by reducing their rates, we even offer a \$500 guarantee that if we cannot reduce their rates we will return with a \$500 check, there are not startup or conversion costs, we improve their customer service and support including you as their local rep and over the weeks and months that follow we provide a ton of added value with the other services

When we activate the new customer on their existing hardware or software not only do they save money, but you make a commission of \$100 - \$700 depending on the size of their account (ex donut shop or food truck likely \$100 - \$200 – Car dealer, big restaurant, Dr office or larger retailer \$500 - \$700)

Both the \$25-\$50 per qualified prospect and all the commissions earned are payable weekly on Friday. That is not why people do this though. The reason people do this is for the lifetime residual income, the fact that we profit from every card transaction they run once they sign on and our big competitive advantage is that with us the residuals are payable for the lifetime of the account. You do not have a quota or minimum and you can stop signing up new accounts at any time, for any reason or no reason at all and keep getting paid monthly residuals as long as the merchant uses our services.

Average accounts pay \$100 - \$1000 per month or more! We also offer a bonus plan where you make \$500 for signing 5 new accounts per month, \$1250 for 10 new accounts and \$2000 for 15+ new accounts, \$3000 for 20+ accounts and other various other bonuses and incentives to earn hundreds or thousands more each month.

DO YOU LIKE WHAT YOU HAVE HEARD SO FAR? (If yes, continue...if no, apply the not interested note)

There is no cost or investment, your investment is only time & effort. Business cards, brochures, applications, training, and our entire team are here to support you and there is nothing in this for us if we do not make you a success!

Our training consists of over of Zoom sessions LIVE and recorded, 50+ online video courses and tests, a library of materials and one on one training on the phone as often as you need it. Our regional sales managers will also provide support and assist in presenting, closing, and activating new clients.

You do not need to decide now, in fact it will be easier to make a decision by reviewing all the information, tools, materials and training available to new agents and taking some time for research and due diligence.

Let me make sure we have the correct email address for you in our system, is it \_\_\_\_\_. I will have Sarah, the leader of our onboarding team, email you all the information you need to begin the training and onboarding process. Her email will come from [srunckel@valuedmerchants.com](mailto:srunckel@valuedmerchants.com) and the subject line will be: Welcome Information from Sarah at Valued Merchant Services.

DO YOU HAVE ACCESS TO YOUR EMAIL NOW TO CONFIRM YOU RECEIVED IT?

If yes, apply the interested/follow up note immediately which sends out the email and let them confirm receipt before you hang up. Have them check their inbox and junk folder if it is not in the inbox.

If not, send them the following by text.

Email Sent Now

From: [srunckel@valuedmerchants.com](mailto:srunckel@valuedmerchants.com)

Subject: Welcome Information from Sarah Runckel at Valued Merchant Services

If it is not in your inbox, just type the word Valued into the search bar in your email to locate.

Reply anytime with questions. Look forward to working with you.

Take all the time you need to review, keep notes/questions written down. Sarah and our sales leadership will be able to answer questions anytime. We look forward to working with you.

## LEAD GENERATION POSITION SCRIPT:

I always like to be transparent on compensation for lead generation, let me explain those details first to ensure our plan works for you before taking up too much of your time.

The comp plan centers around lifetime residual income. Each qualified appointment / lead you create for our sales team, will payout \$25 - \$50 each simply for the getting us an appointment with the business owner where they show up and sit with us. Then if the salesperson working the lead you set is able to close the sale, you get another \$100 commission for the sale. Both of those commissions are paid out weekly on Fridays. Then you get 10% of those profits for the lifetime of each customer, as a residual income paid out on the 25<sup>th</sup> of each month. The salesperson will also sell other value-added services as the relationship develops like business loans, payroll, ATM's and more.

What the comp plan DOES NOT offer is salary, hourly, base or benefits. It is independent contractor / 1099 and not W-2 employee.

Before we continue, is that something you are comfortable with under the right circumstances on a full or part time basis? (If yes, continue...if no, apply not interested note)

If they are unsure or do not have time to continue, offer to text a link to our 7-minute orientation video and encourage them to call you back after watching.

[www.valuedmerchants.com/lead-gen](http://www.valuedmerchants.com/lead-gen)

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We provide a wide range of solutions as a one stop shop for merchants including credit card processing systems and services, business loans & lines of credit, payroll solutions, ecommerce, mobile payments, gift & loyalty programs, ATM's, websites & mobile apps, digital & social media marketing, reputation management and more.

We sell to all types of businesses where electronic payments are accepted, really the only exclusions are nationwide corporations and major chains/franchises like Walmart, BestBuy, McDonalds, Subway and major gas and grocery chains.

DO YOU LIKE WHAT YOU HAVE HEARD SO FAR? (if yes, continue...if no, apply not interested note)

The lead generation process starts with an outbound phone call where you try to get ahold of the owner/decision maker of the business and then ask them questions about their business, who they use now for processing, what they like/dislike about them. What they like/dislike about the hardware/software they run cards on now, how long they wait for the funds to be deposited after running a card etc. Once they have answered those questions, the ice has been broken and we then ask to schedule an appointment in the next few business days. Once they agree on a specific day/time you add that to the salespersons calendar and input the lead into our system

DOES EVERYTHING MAKE SENSE SO FAR? (If yes, continue...if no, apply the not interested note)

Then our sales agent will show up at the appointment and deliver our quote and presentation at the time & day the merchant agreed to!

Our sales agents close around 25% on our first attempt, another 10% - 25% on a first follow-up attempt and another 10% - 25% or more over time with repeated follow-up.

Our sales agents make it easy for the merchant to sign up as we offer month to month agreements with no cancellation fees, immediate and significant savings by reducing their rates, we even offer a \$500 guarantee that if we cannot reduce their rates we will return with a \$500 check, there are not startup or conversion costs, we improve their customer service and support including you as their local rep and over the weeks and months that follow we provide a ton of added value with the other services

Both the \$25-\$50 per qualified prospect and all the commissions earned are payable weekly on Friday. That is not why people do this though. The reason people do this is for the lifetime residual income, the fact that we profit from every card transaction they run once they sign on and our big competitive advantage is that with us the residuals are payable for the lifetime of the account. You do not have a quota or minimum and you can stop setting new appointments at any time, for any reason or no reason at all and keep getting paid monthly residuals as long as the merchant uses our services.

DO YOU LIKE WHAT YOU HAVE HEARD SO FAR? (If yes, continue...if no, apply the not interested note)

There is no cost or investment, your investment is only time & effort. Call lists, scripts, training, and our entire team are here to support you and there is nothing in this for us if we do not make you a success!

Our training consists of over of Zoom sessions LIVE and recorded, 50+ online video courses and tests, a library of materials and one on one training on the phone as often as you need it.

You do not need to decide now, in fact it will be easier to make a decision by reviewing all the information, tools, materials and training available to new agents and taking some time for research and due diligence.

Let me make sure we have the correct email address for you in our system, is it \_\_\_\_\_ . I will have our onboarding team email you all the information you need to begin the training and onboarding process.

The email will come from onboarding@valuedmerchants.com and the subject line will be: Lead Generation Position Details

DO YOU HAVE ACCESS TO YOUR EMAIL NOW TO CONFIRM YOU RECEIVED IT?

If yes, apply the “interested in lead generation” note immediately which sends out the email and let them confirm receipt before you hang up. Have them check their inbox and junk folder if it is not in the inbox. If found in junk/spam folder, have them mark it as Not Junk to ensure future messages from us land in their inbox.

If not, send them the following by text.

Email Sent Now

From: [onboarding@valuedmerchants.com](mailto:onboarding@valuedmerchants.com)

Subject: Lead Generation Position Details

If it is not in your inbox, just type the word Valued into the search bar in your email to locate.

Reply anytime with questions. Look forward to working with you.

Take all the time you need to review, keep notes/questions written down. Sarah and our sales leadership will be able to answer questions anytime. We look forward to working with you.

## RECRUITER POSITION SCRIPT:

I always like to be transparent on compensation for recruiters, let me explain those details first to ensure our plan works for you before taking up too much of your time.

The comp plan centers around lifetime residual income. Each sale made by the sales team you recruit generates profits generally between a few hundred and a few thousand dollars per month, and you will receive 10% of those profits for the lifetime of each of those customers using our services. You will also receive a one-time \$50 commission for each candidate you recruit as soon as they officially join our team via their DocuSign agreement being completed. Then you also get a \$100 commission each time they make an actual sale. Both of those commissions are paid out weekly on Fridays. The 10% profit share/residual income is paid for the lifetime of each customer on the 25<sup>th</sup> of each month. The sales agents you recruit will also sell other value-added services as the relationship develops like business loans, payroll, ATM's and more, all of which increase the profits on the accounts they are sold to.

What the comp plan DOES NOT offer is salary, hourly, base or benefits. It is independent contractor / 1099 and not W-2 employee.

Before we continue, is that something you are comfortable with under the right circumstances on a full or part time basis? (If yes, continue...if no, apply not interested note)

If they are unsure or do not have time to continue, offer to text a link to our 7-minute orientation video and encourage them to call you back after watching.

[www.valuedmerchants.com/recruiter](http://www.valuedmerchants.com/recruiter)

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We sell to all types of businesses where electronic payments are accepted, really the only exclusions are nationwide corporations and major chains/franchises like Walmart, BestBuy, McDonalds, Subway and major gas and grocery chains.



DO YOU LIKE WHAT YOU HAVE HEARD SO FAR? (if yes, continue...if no, apply not interested note)

The recruiting process starts with an outbound phone call to a list of candidates that we provide. These candidates have their resumes currently posted to one of the major job boards like ZipRecruiter, CareerBuilder, Indeed etc. The goal in the call is to confirm they are still actively looking for work, that they are comfortable with one of the positions we offer and are comfortable working on a commission only compensation plan with lifetime residual income. If they answer yes to those first few questions, you then tell them about the company and its history, our products and services, our competitive advantages and the process for training and onboarding which is all outlined in our recruiter scripting and training.

DOES EVERYTHING MAKE SENSE SO FAR? (If yes, continue...if no, apply the not interested note)

There is no cost or investment, your investment is only time & effort. Candidate lists, CRM, scripts, training, and our entire team are here to support you and there is nothing in this for us if we do not make you a success!

Our training consists of over of Zoom sessions LIVE and recorded, 50+ online video courses and tests, a library of materials and one on one training on the phone as often as you need it.

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If yes, apply the "interested in recruiting" note immediately which sends out the email and have them confirm receipt before you hang up. Have them check their inbox and junk folder if it is not in the inbox. If found in junk or spam, have them mark the message as not junk to ensure future emails get to their inbox.

If not, send them the following by text.

Email Sent Now

From: [onboarding@valuedmerchants.com](mailto:onboarding@valuedmerchants.com)

Subject: Recruiter Position Details

If it is not in your inbox, just type the word Valued into the search bar in your email to locate.

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