
Valued Merchant Services Email Templates

Helpful tools for email outreach for sales agent and lead generators

Template 1: Conversational & Friendly

Subject: Tired of High Processing Fees, [Business Name]?

Hi [Owner's First Name],

I noticed [Business Name] has been doing great things lately—congrats!

If high payment processing fees and outdated terminals are slowing you down, we can help. Our merchant services offer significantly lower fees, transparent pricing, and modern EMV/NFC terminals that your customers will love.

Could we schedule a quick chat this week to show you how we help businesses like yours save money and upgrade their checkout experience?

Looking forward to hearing from you!

Best, [Your Name] [Your Contact Information]

Template 2: Authoritative & Professional

Subject: Increase Your Profits by Reducing Payment Fees

Hello [Owner's First Name],

As an industry leader, your focus should remain on growth—not worrying about payment processing issues. At [Your Company], we specialize in providing small businesses with:

- Transparent, lower processing fees
- Advanced POS and mobile solutions
- Quick transaction processing and next-day funding

Many businesses in [Industry] have already switched and increased their bottom line significantly. I'd appreciate the opportunity to discuss how our solutions can directly benefit [Business Name].

Are you available for a brief call or demo this week?

Warm regards, [Your Name] [Your Contact Information]

Template 3: Empathetic & Understanding

Subject: We Understand Payment Processing Can Be Frustrating

Hi [Owner's First Name],

Running [Business Name] is tough enough without having to worry about hidden fees or outdated payment technology. We hear you, and we're here to help.

Our merchant services offer:

- Lower, transparent pricing
- Dedicated support that truly understands small businesses
- Easy-to-use EMV/NFC terminals and mobile solutions

I'd love to learn more about your specific challenges and see how we can make payments simpler for you.

Can we set up a short call at your convenience?

Warmest, [Your Name] [Your Contact Information]

Template 4: Direct & Results-Oriented

Subject: Save Money, Upgrade Your Payment System

Hi [Owner's First Name],

Did you know many small businesses like [Business Name] overpay for credit card processing by thousands each year?

Switching to our merchant services means:

- Reduced, transparent processing fees
- Faster transaction processing with quick deposits
- Cutting-edge EMV/NFC terminals and mobile POS options

Let's schedule a 10-minute demonstration to show you exactly how much you could save and improve your payment experience.

When would be a convenient time for you?

Best regards, [Your Name] [Your Contact Information]

Template 5: Engaging & Personalized

Subject: Is Your Payment Solution Helping or Hurting [Business Name]?

Hello [Owner's First Name],

I recently read about your impressive accomplishments at [Business Name]—great job!

But even the best businesses can suffer from costly and inefficient payment processing. Our merchant services offer small businesses like yours:

- Transparent pricing and lower transaction fees
- Exceptional, personalized customer support
- Modern, secure payment technology (EMV/NFC terminals, mobile processing)

I'd be delighted to quickly discuss how we can streamline your payments, reduce expenses, and enhance your customer experience.

Do you have 15 minutes this week for a brief chat?

Kind regards, [Your Name] [Your Contact Information]

Template 6: Friendly & Collaborative

Subject: Let's Lower Those Payment Processing Costs!

Hey [Owner's First Name],

I've been following the growth at [Business Name], and I'm impressed! We'd love to help support your continued success by cutting down your payment processing expenses.

We offer:

- Transparent, lower transaction fees
- Modern EMV/NFC payment terminals
- Responsive customer support tailored specifically for small businesses

Would you be open to a short call to explore how we can help [Business Name] save and thrive?

Looking forward to your response!

Cheers, [Your Name] [Your Contact Information]

Template 7: Insightful & Value-Focused

Subject: Are Hidden Fees Hurting Your Bottom Line?

Hi [Owner's First Name],

Many business owners aren't aware of how much hidden payment processing fees eat into their profits. At [Your Company], we believe in complete transparency and efficient technology to boost your profitability.

Benefits include:

- Clearly outlined, competitive fees
- Next-day funding to improve cash flow
- State-of-the-art EMV/NFC terminals and POS integrations

Can we schedule a quick consultation to show you exactly what savings look like for [Business Name]?

Best, [Your Name] [Your Contact Information]

Template 8: Helpful & Problem-Solving

Subject: Time for a Payment Processing Upgrade?

Hello [Owner's First Name],

Is your current payment system causing headaches with slow processing or limited payment options? We've helped numerous businesses like [Business Name] upgrade to faster, more efficient solutions.

Our services offer:

- Speedy transactions and quick funding
- Lower, transparent pricing
- Easy-to-use, modern EMV/NFC terminals and mobile solutions

I'd love to quickly show you how easy and affordable upgrading can be. When can we chat?

Warm regards, [Your Name] [Your Contact Information]

Template 9: Direct & Benefit-Driven

Subject: Upgrade Your Payments, Enhance Your Profits

Hi [Owner's First Name],

I know you're busy running [Business Name], so I'll get straight to the point: outdated payment solutions and high processing fees cost you real money.

Switching to our merchant services means:

- Significant savings with lower, transparent fees
- Advanced EMV/NFC payment terminals and mobile solutions
- Reliable, fast transaction processing and quicker funding

Would you have a few minutes this week for a brief demonstration?

Sincerely, [Your Name] [Your Contact Information]

Template 10: Warm & Trust-Building

Subject: Trusted Payment Solutions for Your Growing Business

Hi [Owner's First Name],

Congratulations on the recent achievements of [Business Name]—your hard work is paying off!

At [Your Company], we understand the challenges small businesses face with high fees and outdated payment technology. That's why we provide:

- Competitive, transparent pricing
- Modern EMV/NFC terminals and mobile processing
- Dedicated, attentive customer support tailored to your business needs

I'd love to briefly discuss how we can support your growth even further. Can we set up a call this week?

Warmest regards, [Your Name] [Your Contact Information]