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# Valued Merchant Services Lead Generation Script

*Detailed scripts focused on setting appointments and creating warm leads in specific vertical markets*

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## Attorneys, Law Firms, Legal Practices

### [INTRODUCTION – Build Rapport + Establish Credibility]

👋 “Hi, is this [Name]?”

Great! My name is [Your Name], and I’m calling from Valued Merchant Services—have you heard of us before?”

(If no: “No worries! We specialize in helping law firms like yours streamline their payment processing with modern tech and transparent pricing. I’ll be super brief—mind if I ask you a quick question?”)

💡 “I’m reaching out because we work with several law practices, and we've found that many are paying more than they should—or dealing with outdated tech that slows down billing and collections. Does that sound familiar at all?”

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### [PAIN POINTS – Speak Their Language & Show Understanding]

🧠 “From what we've seen with firms like yours, there are five main headaches that tend to come up with merchant processing:

1. **Confusing fee structures** – You think you're on a good rate until those statements start stacking up.
2. **Slow funding** – Deposits lagging a day or two, especially over weekends, can disrupt cash flow.
3. **Limited payment flexibility** – Clients today want to pay online, via text, or with mobile methods—and not having those options means slower collections.
4. **Outdated or clunky portals** – Many platforms don’t integrate well with legal billing tools, which adds more admin time for your staff.
5. **Weak support** – When something goes wrong, you’re calling an 800 number and getting bounced around.”

🎯 “Any of that hit close to home?”

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## [BENEFITS – What’s In It For Them]

💡 “Here’s where we’ve been able to make a big difference for firms like yours:

- We simplify your **fee structure** so you actually understand what you’re paying—and we often reduce it.
  - Our system offers **next-day funding**, including late-day and weekend batching.
  - We provide **secure, professional-grade payment solutions**: online portals, EMV/NFC terminals, mobile pay links—whatever works best for your firm and your clients.
  - We **integrate with popular legal billing software** like Clio and PracticePanther, so your staff doesn’t have to double-key anything.
  - And most importantly: you’ll always have a **dedicated local rep** to call directly—no ticket systems or long hold times.”
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## [OVERCOMING OBJECTIONS – Natural, Friendly Rebuttals]

### Objection 1: “We’re under contract.”

💡 “Totally understand. A lot of firms we talk to are. The good news is we offer complimentary statement reviews—if switching isn’t cost-effective, we’ll tell you straight up. But if we *can* save you thousands over time, it may be worth the discussion, right?”

### Objection 2: “Switching sounds like a hassle.”

🧐 “Completely fair. That’s why we handle **100% of the setup and migration**. No downtime, no headaches—we’ll even notify your old processor if needed.”

### Objection 3: “We’re happy with who we use now.”

💡 “That’s great to hear. That usually means you’re proactive—which is the perfect time to benchmark. I’m not asking you to switch—just to compare. Worst case? You confirm you’re in a good spot. Best case? We cut your fees or speed up your cash flow.”

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## [CALL TO ACTION – No Pressure, Just Value]

💡 “Would it be crazy to set up a quick 10-minute call next week to walk you through what this would look like for your firm?”

📅 “I can even pull a sample savings report ahead of time. What’s better for you—Tuesday morning or Wednesday afternoon?”

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## [CUSTOMIZATION SUGGESTIONS – Make It Personal]

### ✦ To Personalize the Conversation, Sales Reps Can:

- Mention **local bar associations** or **legal networking events** you've worked with.
- Reference industry trends like increased demand for **text-to-pay** or **online retainer payments**.
- Use LinkedIn or the firm's website to reference:
  - Case types (e.g., family law, real estate, corporate)
  - Their size (solo vs. multi-attorney)
  - Their billing model (hourly vs. flat fee vs. retainer)

### Example:

“I noticed you’ve got a strong family law practice—those retainers and partial payments can be tricky to track, right? We’ve helped others smooth that out with automated reminders and easy client portals.”