
Valued Merchant Services Lead Generation Script

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

Auto Sales, Auto Repair & Aftermarket Businesses

[INTRODUCTION]

Hi there! Is this [Prospect's Name]?

Great! My name's [Your Name], and I'm calling from **Valued Merchant Services** — we're a nationwide payment processing provider that works closely with auto sales, repair shops, and aftermarket businesses like yours.

I know you're probably busy, so I'll keep this quick — I'm reaching out because we've been helping a lot of auto-related businesses streamline payments, reduce processing costs, and get funds faster — and I'd love to see if we can do the same for you.

Mind if I ask you a quick question about your current setup?

[PAIN POINTS – TAILORED TO THE AUTO INDUSTRY]

I speak with a lot of auto dealers and repair shop owners, and there are a few common frustrations that keep coming up:

- **High fees** or not knowing *exactly* what you're being charged each month.
- **Delays in funding**, especially when you're handling large-ticket repairs or parts.
- **Outdated terminals or clunky systems** that can't accept chip cards, contactless, or mobile payments.
- **Poor support** when something goes wrong—having to wait on hold forever or deal with overseas reps.
- And sometimes, your payment system doesn't even **integrate well with your current invoicing or POS tools**.

Does any of that sound familiar?

(If YES): You're not alone — these issues are way too common in the auto vertical, but the good news is, we've got solutions that are designed specifically for businesses like yours.

[CLEAR, COMPELLING BENEFITS]

Let me give you the short version of what our clients in the auto industry love most about working with us:

- ✓ **Lower fees and transparent pricing** — no more hidden charges or rate creep.
- ✓ **Next-day funding**, even on weekends, so your cash flow stays strong.
- ✓ **Modern terminals and mobile solutions** — so you can take payments at the counter, in the lot, or even from a mobile tech in the field.
- ✓ **Local, personalized support** — we're known for being available when it matters.
- ✓ **Easy integration** with tools you may already use — QuickBooks, and Auto Industry POS.

We're not just a processor — we're a partner. And in your industry, that kind of reliability matters.

[OBJECTION HANDLING]

Objection 1: "We're happy with what we have."

Totally understandable. Most of our clients *thought* they were happy — until we showed them how much they could actually save or streamline. I'm not asking you to switch today, just offering a quick side-by-side to make sure you're not leaving money on the table.

Objection 2: "We don't want to get locked into a contract."

Good news — we offer flexible terms, and many of our programs come with **no long-term commitment**. We believe in *earning* your business each month, not trapping you.

Objection 3: "It sounds like a hassle to switch."

I hear that often, and that's why we handle **the entire transition** for you — setup, training, and support. We make it seamless, and in most cases, you'll be up and running in under 48 hours — with zero downtime.

[CTA – CLOSING WITH VALUE & CLARITY]

Here's what I'd love to do: let's set up a quick 10-minute consultation. No pressure, no obligation — just a side-by-side comparison based on your current setup. That way, you'll *know* if we're a fit, and you'll have clarity either way.

How does [Suggest Day/Time] sound for a quick walkthrough?

(If pushback, offer a follow-up option: “Would it help if I sent a quick email with the info first?”)

[CUSTOMIZATION TIPS FOR THE REP]

To personalize this script even more, consider the following:

- **Mention relevant news:** “I know many repair shops have been dealing with parts delays and rising costs — keeping margins tight.”
 - **Check for local info:** “Looks like you've been around since [Year] — that kind of trust in the community says a lot.”
 - **Reference recent reviews or online mentions:** “Saw a great review on your alignment service last week — seems like you're doing awesome work.”
 - **Tailor to sub-vertical:**
 - *Auto Sales:* Emphasize high-ticket transactions, fast funding, fraud protection.
 - *Repair:* Stress ease of use, technician mobility, invoicing integration.
 - *Aftermarket:* Highlight loyalty tools, recurring billing, and part tracking.
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End Note:

The auto industry moves fast — and your payments should, too. With Valued Merchant Services, we're making it easier for busy owners like you to get paid faster, pay less, and spend more time doing what you do best.

Let's chat soon — fair?