
Valued Merchant Services Lead Generation Script

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

Cities, Towns & Municipalities

INTRODUCTION – Build Rapport & Establish Credibility

“Hi there! Is this the finance or city operations office?”

(If yes, continue. If redirected, adjust accordingly.)

“Perfect. My name is [Your Name], and I’m reaching out from **Valued Merchant Services**. We’re a nationwide payment processing company that works closely with **local governments, city departments, and municipal offices** to help streamline how they handle payments and reduce unnecessary costs tied to credit card processing.

I promise to keep this brief—just hoping to introduce myself and share a couple of insights that might help your team save time, money, and some daily headaches. Is now an okay time?”

PAIN POINTS – Address the Vertical-Specific Struggles

“We’ve found that many cities and municipalities we speak with are running into a few common challenges when it comes to how payments are accepted—especially for things like permit fees, utility payments, citations, facility rentals, or even local event registrations.

Things like:

- **High or unclear processing fees** that eat into city budgets.
- **Delayed funding** or batch settlement times that throw off accounting.
- **Older terminals or legacy systems** that don’t support mobile, online, or EMV/NFC transactions.
- **Tech support that feels distant or generic**, especially when you need quick answers.
- And sometimes, **clunky integration with city software or billing platforms** that creates extra manual work.”

BENEFITS – Tailored Solutions for Local Government

“What we offer is a completely **transparent, modern, and budget-friendly** approach:

- ✓ **We help you lower fees** with flat-rate or interchange-plus pricing that’s easy to understand.
- ✓ **Faster deposits**—often next-day funding, even for weekend transactions.
- ✓ **Hardware and software that support everything:** tap-to-pay, online portals, mobile checkouts—even kiosks or card-on-file for recurring payments.
- ✓ And unlike the big banks or national processors, you get **personalized support from a real human**, and we’ll ensure your setup works **seamlessly with your existing systems**—whether that’s utility billing, licensing, or court payments.”

OBJECTION HANDLING – Tactful & Confident

Objection 1: “We already have a processor and we’re fine.”

“Totally understand—most cities are already set up with someone. What we usually do in these cases is a **side-by-side analysis**, no pressure. Sometimes the savings are significant, other times the tech upgrades or service improvements are where the value shows up. Worst case? You get some free insights.”

Objection 2: “We don’t want to switch providers right now.”

“Completely fair. A switch sounds daunting, especially for public offices. That’s why we **handle everything from start to finish**, including working with your current processor to make it seamless and compliant. And we don’t force anything—just give you a full view so if the timing’s right down the road, you already have the info.”

Objection 3: “We have to go through a bidding or approval process.”

“Absolutely, and we’re familiar with those. We’re happy to provide all necessary documentation, pricing structures, and references from other city clients we serve. We can also join you on a discovery call just to see if it’s worth entering your vendor review process.”

CALL TO ACTION – Book the Next Step

“Would you be open to a **10-minute consultation or demo**? I can walk you through the ways we’re helping other municipalities upgrade their systems while reducing costs—and you can decide if it’s worth exploring further.

I can send over a calendar link or work around your schedule—what’s the best way to get that set up for you or whoever handles this on your team?”

CUSTOMIZATION SUGGESTIONS FOR SALES REPS

To personalize your outreach:

- **Reference local events** (e.g., “I saw your city just launched an online portal for parks & rec payments—congrats on that!”).
- Mention **budget constraints, grant season, or end-of-fiscal-year reviews** as strategic times to explore savings.
- Compliment their **civic progress or modernization efforts** (e.g., digital transformation initiatives or sustainability goals).
- If the city is smaller, emphasize **local, responsive support**. If it's a larger city, highlight **scalable solutions and compliance readiness**.