
Valued Merchant Services Lead Generation Script

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

Home Service Providers (HVAC, Plumbing, Electrical)

[INTRODUCTION – BUILDING TRUST INSTANTLY]

Rep:

Hey my name's [Your Name] with Valued Merchant Services – I work closely with home service businesses like HVAC companies, plumbers, and electricians to simplify and improve how you accept payments in the field and in-office.

Don't worry – I'm not here to sell you anything today. Just reaching out to see if we might be able to help the same way we've helped other local contractors cut fees and modernize their payment systems – in some cases saving hundreds a month.

Is this a good time to talk for 90 seconds?

[PAIN POINTS – SPEAKING THEIR LANGUAGE]

I work with a lot of home service providers, and I keep hearing similar headaches when it comes to processing payments – maybe some of these ring true for you:

- You're paying way more in fees than you should – and your statements feel like reading a foreign language.
- You've got tech from five years ago that doesn't support contactless or mobile payments – and it slows you down in the field.
- Funds don't show up until days later, and meanwhile, your team still needs to get paid.
- And when something goes wrong, you get stuck calling a 1-800 number where nobody knows your business or calls you back.

Does any of that sound familiar, or am I off-base?

[SOLUTIONS & BENEFITS – STRAIGHT TO THE VALUE]

If that hits home, here's how we help guys like you:

- ✓ *We can usually lower your fees and show you what you're actually paying, line by line – no surprises, no bait and switch.*
- ✓ *We offer cutting-edge mobile payment tools your techs can use on-site – plus EMV and contactless support.*
- ✓ *You'll get access to next-day funding (sometimes even same-day), so your cash flow stays healthy.*
- ✓ *And best of all? You get a real human to call – a dedicated local rep who actually answers the phone and cares about your business.*

You don't have to change how you do business – we help integrate with QuickBooks or whatever you're using.

[COMMON OBJECTIONS & REBUTTALS]

1. **“We're happy with what we've got.”**

Totally fair – but would it be crazy to see if you could get the same service (or better) for less money? Most business owners I talk to didn't realize how much they were overpaying until we took a quick look. No pressure – just real numbers.

2. **“I don't want to get locked into a long contract.”**

Neither do we. That's why our programs are month-to-month and transparent. You shouldn't have to risk getting stuck just to explore a better option.

3. **“I don't have time to switch everything.”**

I hear that a lot – and that's exactly why we handle the heavy lifting. Our team does all the setup and walks you through everything, so there's no downtime and no headaches. We make it as easy as possible.

[CTA – SIMPLE NEXT STEP]

Look, I'd never expect you to make a decision over the phone. But if you'd be open to a quick 10-minute walkthrough – just to see how we compare – I'd love to show you what's possible. No obligations, just info.

Would tomorrow morning or the following afternoon work better for a quick consult?

[CUSTOMIZATION SUGGESTIONS FOR REPS]

Personalization Tips:

- Reference something specific from their Google listing or recent reviews (“I noticed you’ve got a solid reputation in the area – looks like you just expanded to [city name]?”).
- Mention current economic trends (“With supply costs rising, a lot of our clients are trimming where they can – payment processing is often low-hanging fruit.”).
- Relate to their growth phase (“Whether you’ve got 2 trucks or 20, we make sure your systems don’t hold back your service or your cash flow.”).