
Valued Merchant Services Lead Generation Script

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

Medical, Dental, Chiropractic, Veterinarian, MedSpa

[INTRODUCTION]

Hi, is this Dr. [Last Name] or the office manager?

→ *[Wait for response]*

Great! My name is [Your Name], and I'm calling with **Valued Merchant Services** — we're a trusted payment solutions partner that works with hundreds of healthcare and wellness professionals nationwide.

Don't worry, I'm not calling to sell you anything right now — just wanted to introduce myself and see if we could offer any helpful insights. We work closely with clinics like yours — medical, dental, chiropractic, veterinary, even medspas — and I'd love to quickly share how we've been helping practices improve how they get paid and reduce processing costs.

[TRANSITION TO PAIN POINTS]

If you're like most of the practices we talk to, you're probably dealing with **one or more of these common issues**:

- High credit card fees with a **rate structure that's confusing** or hard to verify.
- **Funding delays** — you swipe a patient's card and the money takes 2–3 days to hit your account.
- Outdated terminals or POS systems that don't support **Apple Pay, tap-to-pay, EMV**, or even online billing options.
- **Customer support nightmares** — long hold times, no local rep, and no one really accountable when something goes wrong.
- Or maybe your system doesn't integrate well with your **EHR, appointment software, or QuickBooks**, which creates extra admin work.

Sound familiar at all?

[BENEFIT FRAME – POSITIONING VMS]

We specialize in solving exactly those headaches.

Here's what we offer:

- ✓ **Transparent pricing** — so you always know what you're paying, and *how* to lower it.
- ✓ **Next-day funding**, even on weekends in some cases.
- ✓ **Modern payment options** — mobile readers, EMV/NFC terminals, touchless checkout, and even text-to-pay or email invoicing if you need it.
- ✓ **White-glove support** — real people, real help, and yes, you can text or call us directly.
- ✓ Seamless integration with most healthcare billing systems, CRMs, and back-office software.

And the best part? If we can't *improve* what you already have, we'll be the first to tell you.

[COMMON OBJECTIONS + REBUTTALS]

● *"We're happy with our current processor."*

Totally fair — we hear that a lot. What many don't realize is they're overpaying due to *rate creep* or hidden surcharges. If nothing else, we offer a **free analysis** that breaks everything down line-by-line. No pressure — just insight.

● *"We're in a contract."*

Understood. Depending on the terms, we may be able to help offset or work around early termination fees — especially if we can save you significantly month to month. It's worth looking at the math together.

● *"I don't have time to switch right now."*

We get it — your days are packed. That's why we make this **super turnkey**: we handle setup, training, and data transfer so there's no disruption. And if needed, we can even **mirror your current setup** to minimize change for your team.

[CTA – CLOSE WITH A CONVERSATIONAL ASK]

Would it be crazy to schedule a quick 10-minute consult — either with me or one of our specialists — to walk you through a side-by-side comparison? Worst case, you gain clarity. Best case, we improve your system, save you money, and you get a better experience.

What day this week works best for a quick intro call or Zoom walkthrough?

[CUSTOMIZATION TIPS FOR THE REP]

To personalize the call:

- **Check for recent Google Reviews** — mention a 5-star review or something positive.
- **Reference seasonal trends** (e.g., “Spring brings a lot of wellness-focused traffic — are you seeing an uptick too?”).
- Mention **practice types** — e.g., “We’ve been helping pediatric dentists and chiropractic offices like yours upgrade to more efficient checkouts.”
- Look for **software they use** (e.g., talk to them about whether they use ChiroTouch, Open Dental, or Square — VMS often offers smoother or cheaper integrations).