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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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## Personal Service Providers (Salons, Spas, Barbershops)

### INTRODUCTION

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

Awesome — I'll be super brief. My name's [Your Name], and I'm calling with **Valued Merchant Services**. We specialize in helping local businesses like salons, spas, and barbershops keep more of what they earn by simplifying how they accept payments.


We're not some giant call center — we're actually a local partner that works directly with business owners to cut fees, speed up deposits, and make their payment systems work *for* them, not the other way around.

Do you have just 60 seconds so I can quickly explain why I reached out?

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### VERTICAL-SPECIFIC PAIN POINTS

The reason I'm calling is because we've been working with a lot of personal service providers in your area — and there's a pattern we keep seeing:

 **High fees or confusing rate structures** that keep creeping up with every statement...

 **Delayed funding times** — sometimes waiting 2-3 days to access your own money...

 **Clunky terminals** or old-school systems that don't support tap-to-pay or digital wallets...

 And when something goes wrong? You're stuck on hold with a 1-800 number that's nowhere near helpful.

Does any of that sound familiar?

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## CLEAR, COMPELLING BENEFITS

Here's what we do differently at Valued Merchant Services:

- ✅ **Clear, transparent pricing** — No gotcha fees or fine print. What you see is what you get.
- 💰 **Next-day funding** — Get your money faster so you're not chasing cash flow.
- 📱 **Smart terminals and iPad-based POS systems** — sleek, easy-to-use, fully mobile + EMV/NFC compliant.
- 👤 **Dedicated support** — You get a real person to call, text, or meet in-person if needed.
- 🔌 **Easy integration** — We work with many booking systems like Vagaro, GlossGenius, Square, or standalone terminals, depending on your setup.

And we can often do it with **zero upfront cost** if you qualify.

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## 3 COMMON OBJECTIONS + REBUTTALS

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

Totally understand — most business owners we talk to say the same thing at first. The reality is, we're not asking you to make a switch today. We simply offer a **side-by-side cost comparison** to see if there's room for improvement. If it's not a win for you, we won't waste your time.

### Objection #2: "We're under contract."

Got it. In some cases, we've been able to help even when contracts are involved — either by timing a switch when it makes sense, or by showing you how the long-term savings may offset any exit fees. We can talk through that during a quick review.

### Objection #3: "I don't want to deal with a complicated switch."

You're not alone. We hear this often, which is why we make it easy. Our setup takes less than 30 minutes, and we personally walk you and your staff through it — zero downtime, and you won't lose a single sale.

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## CALL-TO-ACTION

Here's what I'd love to do:

Let's set up a quick 10-minute call or Zoom demo. I'll show you what we're doing for other salons and spas nearby — no pressure, just information. If it makes sense for your business, great. If not, at least you'll have a clear comparison.

What's a good time for a quick chat — later today or tomorrow?

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## CUSTOMIZATION TIPS FOR SALES REPS:

To personalize this call, reps can:

- **Check Google or Instagram** for the business's most recent posts. Compliment their work or services.

“I saw you just added HydraFacial services — that's huge right now!”

- **Mention seasonal busy periods** like prom season, wedding prep, or holidays where volume increases.

“A lot of salons we work with are gearing up for graduation season — quick funding really helps during those rush periods.”

- **Reference POS systems common in the vertical** like Square, Clover, Vagaro, etc.

“If you're using Square or GlossGenius, we have options that integrate directly or offer lower costs with similar features.”