
Valued Merchant Services Lead Generation Script

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

Restaurants (Cafés, Casual & Fine Dining)

INTRODUCTION

Hi [Prospect's Name], this is [Your Name] with **Valued Merchant Services**. How's your day going so far?

Wait and respond appropriately.

I'll keep this quick—I work with restaurants like yours to help them simplify payments, lower fees, and upgrade their tech without interrupting daily operations. A couple of your fellow restaurant owners in [City/Area] said it's been a game-changer for them, so I thought it was worth giving you a quick call.

PAIN POINTS

I speak with a lot of restaurant owners, and I've noticed a few issues come up again and again:

- Are you ever frustrated with **high processing fees** or confusing rate structures?
- Or maybe **your deposits take a little too long** to hit your account, especially after a busy weekend?
- Some folks also mention dealing with **outdated terminals**, or not being able to offer contactless or mobile payments—which today's customers expect.
- And then there's the tech support. Ever felt like you're stuck on hold forever just to get a simple answer?

Pause briefly and let them respond if they want to. A little venting is a good sign—they're engaged.

CLEAR, COMPELLING BENEFITS

That's exactly where we come in. Valued Merchant Services is built around **local support**, **transparent pricing**, and **cutting-edge tech** that works the way you do.

Let me quickly paint the picture for you:


- ✓ **Lower, flat-rate pricing** that actually makes sense—and doesn't spike out of nowhere.
 - ✓ **Next-day funding**, even on weekends, to keep your cash flow solid.
 - ✓ Smart terminals with **EMV, NFC, mobile pay**, and full POS integrations for restaurants.
 - ✓ We even work with kitchen printers, online ordering tools, and delivery apps.
 - ✓ And best of all—**you get a real human** on the line when you need help. No phone mazes, no overseas tech support.
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COMMON OBJECTIONS & REBUTTALS

 *Objection 1: "I'm happy with what I have."*

Totally fair. Out of curiosity though—when was the last time you had someone actually audit your rates or help you compare apples to apples?

Most restaurant owners I speak with are surprised at what they're actually paying after the fine print fees kick in. Even if you stay with your current setup, wouldn't it be good to **see what you might be leaving on the table**?

 *Objection 2: "I don't have time to deal with switching."*

Completely understand—you're juggling a million things. That's why we handle **the entire transition** for you: equipment, setup, training—without disrupting your staff or customers. We can even run your old and new system side-by-side for a few days so there's no downtime at all.

 *Objection 3: "I'm locked into a contract."*

Good to know. We actually work with restaurants in contracts all the time. Sometimes we can still save them money or even buy out the contract if it makes financial sense.

No pressure at all—just worth having a conversation to see what's possible, right?

CALL TO ACTION (CTA)

I'd love to set up a quick, **10-minute walkthrough**, just to show you what your options look like. No obligations, no hard pitch—I'll even send a custom side-by-side comparison against your current processor so you can see if there's real value there.

Does [day/time option] work for you, or would [alternate day/time] be better?

CUSTOMIZATION SUGGESTIONS FOR SALES REPS

Personalization Tips:

- Check Yelp, Google, or Instagram for recent updates—mention something specific like “I saw your new brunch menu—looks amazing!”
- Reference local restaurant trends: “I’ve seen more cafés adding contactless options and QR code ordering—are you exploring that?”
- If you notice they use a POS system like Clover, Toast, or Square, bring that into the conversation: “We’ve helped several restaurants integrate with [POS name] while cutting their costs.”