
Valued Merchant Services Lead Generation Script

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

Retailers (Boutiques, Convenience, Specialty Stores)

INTRODUCTION – Build Rapport & Credibility

Hi there, is this the owner or manager?
(If yes) Great! I'll keep this brief.

My name is **[Your Name]**, and I'm with **Valued Merchant Services** — a nationwide payment processor that's been helping local retailers streamline their credit card processing and **save real money** without sacrificing service or technology.

I specialize in working with boutique shops, convenience stores, and specialty retail businesses, so I'm very familiar with the day-to-day challenges in your space. Mind if I ask you a quick question?

(Wait for buy-in)

PAIN POINT DISCOVERY – Call Out Retail-Specific Frustrations

When I speak with retailers like yourself, a few things come up pretty consistently:

- Confusing rate structures that make it hard to tell what you're actually paying...
- Delayed funding that ties up cash flow for days...
- Or tech that's just... well, outdated. No tap-to-pay, no mobile options, no integration with inventory or POS systems.

Sometimes it's not even the hardware or fees — it's the **customer support**, right? Long hold times or being bounced around when something breaks down?

Are you seeing any of that with your current setup?

(Allow space for them to vent or confirm — if they do, empathize briefly.)

BENEFITS BREAKDOWN – Offer Solutions, Not a Pitch

That's exactly why I'm reaching out.

At Valued Merchant Services, we help retailers:

- **Cut costs** with simple, transparent pricing — no surprise fees or mystery charges.
- **Get funded fast** — most transactions settle **next business day**.
- **Upgrade easily** with **EMV, contactless/NFC, and mobile POS** solutions that keep up with how customers pay today.
- And most importantly — we provide **live, human support**, not a chatbot or call center maze.

And if you're already using a POS or back-office system, there's a good chance we can **integrate seamlessly** without disrupting your current flow.

It's all about **giving you back control** over your payment processing.

OBJECTION HANDLING – Common Pushbacks & Friendly Rebuttals

Objection #1:

"We're locked into a contract."

Totally understand. A lot of providers lock businesses in. The good news? We have options to **buy out or offset those costs**, and we can **run a side-by-side comparison** to see if it's worth switching. Many of our clients actually come to us while under contract — once they see the savings and better service, they know it's worth it.

Objection #2:

"Switching sounds like a hassle."

Absolutely — nobody wants to risk downtime or headaches. That's why we handle the **entire transition for you**: equipment, training, and support. Most businesses are up and running **within 1–2 days** — no disruption, no lost sales.

Objection #3:

"I'm happy with my current provider."

That's great to hear! And just to be clear — I'm not asking you to switch today. I'd just love to **show you what's possible**. If nothing else, you'll walk away knowing how your current setup stacks up — and whether there's money on the table.

✓ CALL-TO-ACTION – Friendly Next Step

Here's what I'd suggest:

Let's schedule a quick **10-minute call** where I can learn more about your setup and show you a simple comparison. There's **no obligation** — just a helpful chat, and you'll leave with some solid info either way.

What does your availability look like this week — would **tomorrow afternoon** or **Thursday morning** be better?

🔧 CUSTOMIZATION TIPS – How to Personalize on the Fly

Before the call, the rep should:

- **Google the business** to identify what they sell or promote — reference it casually: “I saw your [handmade candles/organic snacks/vintage vinyls] online — love that niche!”
- Mention **seasonal challenges** (e.g., “Lots of shops are prepping for summer foot traffic — now's the time to make sure your checkout setup doesn't slow you down.”)
- Bring up **local trends** or competitors: “We're working with several boutiques in the [local shopping district], helping them reduce their processing costs by 10-100%.”