
Valued Merchant Services Lead Generation Script

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

Wholesalers & Distributors

INTRODUCTION

Hi [First Name], this is [Your Name] with Valued Merchant Services—how are you doing today?

(Pause for response.)

I'll be brief—I work with wholesalers and distributors across [your region or industry] to help simplify how they accept payments and, more importantly, **reduce unnecessary processing fees**. I came across your company and thought there might be a quick way I could help.

PAIN POINTS (Tailored to Wholesalers & Distributors)

From what we've seen in your industry, a few common issues keep coming up:

- **Confusing or tiered rate structures** that make it hard to predict monthly processing costs.
- **Delayed funding**, especially on large orders or ACH payments, tying up your working capital.
- **Outdated payment technology**—some wholesalers are still relying on manual terminals or systems that don't integrate smoothly with QuickBooks, NetSuite, or ERPs.
- Or they're stuck with **unresponsive service reps** when a technical issue causes delays with clients.

Does any of that sound familiar?

(Let them respond—validate and empathize.)

BENEFITS – WHAT WE OFFER

Here's where we come in. Valued Merchant Services has been helping B2B firms like yours with:

- **Transparent pricing**—you'll always know what you're paying and why, with zero hidden fees.
- **Next-day funding**, even on larger ticket invoices, to keep cash flowing.
- **Smart technology options** like EMV terminals, mobile invoicing, and ACH integrations built specifically for B2B.
- **Real, local support**—no more ticketing systems or outsourced help lines.
- Seamless **integration with popular invoicing and accounting tools** so your back office isn't stuck double-entering data.

And because we tailor our approach to your volume and client structure, you won't be shoehorned into a "one-size-fits-all" system.

COMMON OBJECTION HANDLING

Objection #1: "We're happy with our current provider."

I totally understand—you've got systems in place that work. But a second set of eyes never hurts. Many of our current clients *thought* they were getting the best deal—until we helped them uncover 15–25% in hidden costs or efficiency losses they didn't realize were there.

👉 *Would you be open to a side-by-side comparison just to be sure?*

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

A lot of wholesalers are, and that's okay. In many cases, we can **run a free analysis** to identify potential savings that could justify a switch when your contract is up—or even offset your termination fees.

👉 *Would you like me to run those numbers for you? No pressure either way.*

Objection #3: "Switching sounds like a hassle."

It can feel that way, but our team actually handles the entire transition—from integration to support—without interrupting your day-to-day. We've done this for dozens of distributors with minimal effort on their end.

👉 *Would you be open to a short demo to see how easy it could be?*

CALL TO ACTION (CTA)

Here's what I'd suggest: let's schedule a **10–15 minute call or Zoom** sometime this week. I'll show you exactly how this works, break down how much you could realistically save, and give you a simple overview of the tools we provide.

It's completely no-obligation—and even if we're not a fit, you'll walk away with some clarity on where you stand.

What does your schedule look like [this Thursday afternoon / early next week]?



Customization Tips for Sales Reps:

To personalize the conversation, try the following:

- **Reference Industry Trends:**
“A lot of B2B companies are now getting pressure to offer Net-30 + card payments. We're seeing a shift to blended AR models, and that's where faster funding + cost control really matters.”
- **Reference Growth or Recent News:**
“I noticed you're expanding your product lines/distribution footprint—many growing businesses we work with end up hitting payment processing ceilings they didn't expect. Are you experiencing anything like that?”
- **Ask About Tools They Use:**
“Do you happen to use QuickBooks, NetSuite, or something else for invoicing and reconciliation? We've got integrations that save teams hours of manual data entry.”