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# Objection Handling for Non-Sales Affiliates

*How to confidently answer basic questions and when to pass the lead to a specialist*

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## Introduction

As a non-sales affiliate with Valued Merchant Services (VMS), your primary role is to refer potential clients and generate leads. While you're not expected to close sales, having a foundational understanding of VMS's offerings and being prepared to address common questions can significantly enhance your effectiveness. This guide aims to equip you with the knowledge and tools to handle basic objections confidently and recognize when to escalate inquiries to a specialist.

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## Understanding Your Role

Your responsibilities as a non-sales affiliate include:

- **Identifying Potential Leads:** Recognize businesses that could benefit from VMS's services.
  - **Initiating Conversations:** Engage in preliminary discussions to gauge interest.
  - **Providing Basic Information:** Share general details about VMS's services and benefits.
  - **Referring to Specialists:** When conversations delve into specifics beyond your scope, connect the prospect with a VMS specialist.
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## Common Objections and Suggested Responses

### 1. "I'm satisfied with my current provider."

*Response:* "That's great to hear. Many of our clients felt the same way until they discovered the potential savings and enhanced services VMS offers. We provide a free, no-obligation analysis to compare your current setup with ours. Would you be open to exploring potential benefits?"

### 2. "Switching providers seems complicated."

*Response:* "I understand the concern. VMS specializes in making transitions seamless, handling most of the process for you. Our goal is to ensure minimal disruption to your operations."

### 3. "I've heard of hidden fees with such services."

*Response:* "Transparency is a cornerstone of VMS's approach. We pride ourselves on clear, upfront pricing with no hidden charges. Our specialists can provide a detailed breakdown tailored to your business."

### 4. "I'm a small business; is this suitable for me?"

*Response:* "Absolutely. VMS caters to businesses of all sizes, offering scalable solutions to meet diverse needs. Our services are designed to support and grow with your business."

### 5. "I don't have time to discuss this now."

*Response:* "I understand. When would be a convenient time for a brief conversation? Alternatively, I can have a VMS specialist reach out at your preferred time to provide more information."

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## When to Refer to a Specialist

Recognize situations that require expert intervention:

- **Technical Inquiries:** Questions about specific equipment, integrations, or technical specifications.
- **Detailed Pricing:** Requests for comprehensive pricing models or comparisons.
- **Contractual Concerns:** Discussions about terms, conditions, or existing agreements.
- **Customized Solutions:** Needs for tailored services or unique business requirements.

*Action:* Politely inform the prospect that a VMS specialist is best equipped to address their specific concerns and offer to facilitate the connection.

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## Frequently Asked Questions (FAQs)

### Q1: What services does VMS offer?

A: VMS provides a comprehensive suite of services, including credit card processing, POS systems, mobile payments, business loans, gift and loyalty programs, check and ACH services, e-commerce solutions, and more.

### Q2: How does the affiliate program work?

A: As an affiliate, you refer businesses to VMS. For each activated referral, you earn commissions, with the potential for lifetime monthly residual income.

### Q3: Is there a cost to join the affiliate program?

A: No, joining the VMS affiliate program is entirely free, with no hidden fees or investments required.

### Q4: How are commissions paid?

A: Commissions are paid weekly, and affiliates receive lifetime monthly residual income for each active referral.

### Q5: What support does VMS provide to affiliates?

A: VMS offers comprehensive training, marketing tools, dedicated support, and advanced tracking to help affiliates succeed.

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## Tips for Effective Engagement

- **Stay Informed:** Regularly update yourself on VMS's offerings and any new developments.
- **Listen Actively:** Understand the prospect's needs and concerns before responding
- **Be Transparent:** If you're unsure about a question, it's okay to admit it and offer to connect them with someone who can provide accurate information.
- **Follow Up:** After referring a lead, check in to see if they received the information they needed and if any further assistance is required.

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## Conclusion

Handling objections as a non-sales affiliate doesn't require deep sales expertise but does benefit from a clear understanding of VMS's value proposition and a proactive approach to connecting prospects with the right resources. By addressing basic concerns confidently and knowing when to involve specialists, you play a crucial role in expanding VMS's reach and supporting businesses in accessing valuable services.

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## For more information or assistance, contact VMS at:

- **Phone:** 800-531-8575
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