

VMS + SQUARE – LEAD GEN SCRIPT FOR APPOINTMENT BASED BUSINESSES

1. OPEN (FAST + CLEAN)

“Hi, this is [Name] with Valued Merchant Services.

Quick question so I don’t waste your time...

Are you using Square right now, or something else for scheduling and payments?”

Pause. Let them answer.

2. SIMPLE CONTEXT (NO PITCH)

“Got it, that helps.”

(That’s it. Don’t jump into explaining yet.)

3. CORE HOOK (1 LINE ONLY)

“Most businesses like yours run on their schedule.

If the calendar’s off, everything feels it.”

Pause. Let it breathe.

4. MICRO-DIAGNOSTIC (1-2 QUESTIONS MAX)

Pick ONE:

- “Do you ever get gaps in the day?”
- “How do you handle last-minute cancellations?”
- “How far out are you usually booked?”

Then listen. Don’t stack questions.

5. LIGHT POSITIONING (NO DETAILS)

“Got it. That’s actually exactly what we look at.”

(Optional add:)

“Just how the schedule is structured and where things can be tighter.”

Stop. Don’t explain tools, features, or systems.

6. HANDOFF FRAME (THIS IS KEY)

“I’m not the one who goes deep on it, but I can have one of our guys take a quick look with you.”

This line matters more than it looks:

- **Keeps you out of “expert mode”**
 - **Increases show rates**
 - **Sets expectation for next call**
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7. CLOSE (ONLY OBJECTIVE)

“Takes about 10 minutes.

Would later this week or early next week be easier?”

IF THEY PUSH BACK

“We’re good”

“Totally fair. This is just a quick comparison so you know for sure.”

“Too busy”

“Yeah that makes sense. That’s usually when this matters most.

That’s why we keep it quick.”

“Send info”

“Happy to.

Real quick, do you deal more with gaps or last-minute cancellations?”

(Then loop back to booking)