

VMS - MERCHANT ADVOCACY LEAD GEN SCRIPT

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

I know you probably get calls about credit card processing all the time, so I'll keep this really short.

We're not calling to switch your processor, POS, hardware or software.

We built an advocacy program that looks for ways to lower what you're paying while keeping what you already use.

If your current provider was willing to lower your costs without you changing anything, would you let them?

IF YES:

Great. I'm going to send you a link to upload your last three months of processing statements.

We provide a no-obligation analysis to see if there are changes your current provider could make to optimize your account and reduce your costs.

If we find anything worth pursuing, I'll reach back out and connect you with our advocacy team.

Send them link to: www.valuedmerchants.com/advocate

Or Email To: statements@valuedmerchants.com

MERCHANT ADVOCATE

LEAD GENERATION OBJECTIONS & REBUTTALS

“I'M HAPPY WITH MY PROCESSOR.”

That's great. We're not asking you to leave them.

We're simply looking to see if there are changes **they could make** to lower your costs.

If they could save you money without you changing anything, you'd want to know, right?

“WE'RE NOT SWITCHING PROCESSORS.”

Absolutely. **We're not asking you to.**

The whole idea is to see whether your current provider could improve what you already have.

All we need to determine is your processing statements.

“WE'RE NOT CHANGING OUR POS.”

You don't have to.

We're not asking you to change your POS, hardware, software or processor.

We're looking at the costs behind what you already use.

“WE JUST SWITCHED PROCESSORS.”

That's fine.

We're not asking you to switch again.

We're simply checking whether the account they just set up is optimized the way it should be.

“WE ALREADY HAVE GREAT RATES.”

You very well may.

That's exactly what the analysis will tell us.

If everything looks great, we'll tell you that too.

“MY BANK HANDLES OUR PROCESSING.”

No problem.

You can keep your bank.

We're simply seeing whether there are changes **your current provider** could make to improve the account.

“I HAVE A CONTRACT.”

That's okay.

We're not asking you to break a contract or move your processing.

We're looking for ways your **existing provider** may be able to lower your costs.

“NOT INTERESTED.”

Totally understand.

Just so I'm clear, is that because you don't want to go through the hassle of changing processors?

IF YES:

That's actually why I'm calling.

You don't have to change anything.

We're simply reviewing what you already have to see if your current provider could lower the cost.

“WHAT'S THE CATCH?”

There's really nothing you're committing to by having us look.

We provide a **no-obligation analysis** first.

If we find something worth pursuing, we'll show you what we found, and you can decide whether you want to take the next step.

“WHAT DOES IT COST?”

The initial analysis is **no obligation**.

We first determine whether there's even an opportunity.

If there is, our advocacy team can explain how the program works before you decide whether to move forward.

“HOW MUCH CAN YOU SAVE ME?”

We wouldn't know until we see the statements.

Some accounts have opportunities and some are already in great shape.

That's why we analyze it first instead of promising you a number.

“CAN'T YOU JUST TELL ME YOUR RATES?”

We're actually not calling to quote you another processing rate.

We're looking at what you're already paying and whether your current provider could improve it.

That's why the statement is what we need first.

“WHY WOULD MY PROCESSOR LOWER MY COSTS?”

That's exactly what our advocacy team specializes in determining.

Our job first is simply to analyze the account and see whether there are changes worth discussing.

If there aren't, there's nothing to pursue.

“WHY HASN'T MY PROCESSOR ALREADY DONE THIS?”

They may have.

That's why we don't assume anything.

We provide another set of eyes on the account and let the statements tell us whether there's an opportunity.

“I DON'T WANT TO SEND YOU MY STATEMENTS.”

I understand.

We only need them so we can see what you're paying and whether there's anything worth discussing.

Without the statement we'd just be guessing.

You can upload them securely through:

www.valuedmerchants.com/advocate

“WHY DO YOU NEED THREE MONTHS?”

Three months gives us a better picture of the account.

But if you only have your **most recent statement**, we can start with that.

“I DON'T HAVE THEM RIGHT NOW.”

No problem.

I'll send you the upload link, so you have it when you're ready.

It's: www.valuedmerchants.com/advocate

(Try to get number to text it to!)

Or Email them to: statements@valuedmerchants.com

“JUST EMAIL ME INFORMATION.”

Absolutely.

I'll send you the information and the statement upload link.

The main thing to remember is:

**We're not asking you to change processors or equipment.
We're simply looking to see whether your current
provider could lower what you're already paying.**

“I'M TOO BUSY.”

I understand.

That's why we're trying to make this easy.

You don't need to sit through a presentation.

Just send us the statements and we'll do the analysis

If we don't find anything worth discussing, there's nothing else you need to do.

“I DON'T HAVE TIME FOR A MEETING.”

You don't need a meeting right now.

The first step is only the statement analysis.

If we find something worth pursuing, I'll reach back out and you can decide whether it's worth having the conversation.

“WHO IS VALUED MERCHANT SERVICES?”

We have been in business for 20 years, We are on the Inc 500 fastest growing private companies list and are A+ Rated and Accredited with the Better Business Bureau with tons of 5-star reviews.

We built this advocacy program specifically because **not every business wants or needs to change processors.**

Sometimes the better opportunity is to help improve the relationship they already have.

“SO, YOU ARE A PROCESSING COMPANY?”

Valued Merchant Services is a business solutions provider.

This call isn't about moving your processing to us.

This program is specifically designed to look for opportunities within the processing relationship you already have.

“ARE YOU TRYING TO SELL ME SOMETHING?”

Not on this call.

Right now, we're simply offering a **no-obligation analysis** to see whether there's anything worth improving.

If there is, we'll show you what we found, and you decide what you want to do.

“WHAT IF YOU DON'T FIND ANYTHING?”

Then that's good news.

If the account already looks optimized, **we'll tell you that.**

The whole point is to find out rather than guess.

“DO I HAVE TO CHANGE ANYTHING?”

No.

Not to have us analyze the account.

If we find an opportunity, we'll explain it first and **you decide** whether you want to pursue it.

THREE REBUTTAL PRINCIPLES

1. AGREE BEFORE YOU ANSWER

“Absolutely.”

“That's fine.”

“I understand.”

“That's great.”

Don't fight the merchant.

2. RETURN TO THE DIFFERENCE

You don't have to switch anything.

Processor.

POS.

Hardware.

Software.

3. RETURN TO THE STATEMENT

Don't try to sell Merchant Advocate.

Don't explain processing.

Don't debate rates.

Get the statements.