



Regional Account Manager – Sales Scripts

Below you will find three different Opening Sales Pitches to be used when prospecting for merchants.

#1

Always attempt to secure the name of the person you want to speak to before entering the establishment. Once inside, follow these simple steps to obtaining the merchant statement.

Hello, my name is _____, with Valued Merchant Services; we are a nationwide credit card processing company. I see that you currently accept Visa/MasterCard as a form of payment, and I wanted to stop in and see when the last time was that you had a dramatic reduction in your processing rates and fees?

Due to the size of our company, we have access to certain programs that most processors do not. What we do is a free no obligation analysis on your current processing statements to see which of these programs would best fit your business and put the most money back into your pocket. If you grab a copy of your statement I will get it faxed over to our office so we can begin crunching the numbers.



#2

Hello, my name is _____, with Valued Merchant Services; we are a nationwide credit card processing company. I am your local agent here in _____ (name of town) and I wanted to stop in and introduce myself. What we are currently doing here in town is giving business owners a good feel for us as a company and what we have to offer. The way we do that is to provide a free no obligation analysis for you, on your current credit card processing statement to show you what kind of savings you would qualify for.

If you grab a copy of your statement I will get it faxed over to our office so we can begin crunching the numbers.

#3

Training on how to assume the sale properly will be priceless information. It is very important that you do not get ahead of yourself while trying to do this.

Hello, my name is _____. With Valued Merchant Services: you have probably seen some of my postcards floating around the business here or at the Post Office. We do quite bit of marketing to get the products and services we offer out there.

Just as a reminder, the postcards say that we will offer a free no obligation analysis for any local merchant, and show you the savings you would qualify for. If you grab a copy of your statement I can get one of our analysts two start on it right away. It should only take about 48 hours to get some preliminary numbers back.