



Email Template

Authorize.net Gateway

Use Cases

Intro / First Touch (Digital / CNP Merchants)

Subject: Simplify Digital Payments

Hi {{First Name}},

I wanted to introduce Authorize.net, a Visa-owned payment gateway that enables businesses to securely accept online, invoiced, phone, and recurring payments, without needing a full POS system.

Authorize.net is a strong fit for businesses that want to:

- Accept online and card-not-present payments
- Send invoices and payment links
- Support recurring billing and subscriptions
- Store customer payment methods securely

Best,
{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks again for walking through your current setup.

Based on what you shared, Authorize.net could be a strong fit because it:

- (notes from the call)

It's designed to keep digital payments simple, giving you a reliable, widely supported gateway while Woodforest manages pricing, settlement, and support behind the scenes.

If helpful, the next step would be a quick walkthrough of how this would fit into your current workflow.

Best,

{{Name}}

eCommerce / Digital Merchant Outreach

Subject: Improve Online Checkout

Hi {{First Name}},

Many businesses we speak with are running online payments through gateways or platforms that don't fully align with their processor or create unnecessary friction at checkout.

Authorize.net provides a clean, secure gateway for eCommerce, with hosted checkout, saved payment methods, and broad shopping cart compatibility.

This works well for businesses that:

- Want reliable, secure online payments
- Need a gateway that integrates with existing platforms
- Prefer flexibility without being locked into one provider

Happy to share how this works in practice.

Best,

{{Name}}

Service & B2B Businesses Outreach

Subject: Get Paid Faster

Hi {{First Name}},

Many service-based businesses still rely on invoices, checks, or manual card entry, which can slow down payment collection and create extra work.

With Authorize.net, you can:

- Send digital invoices and payment links
- Take payments through a secure virtual terminal
- Store cards safely for repeat billing

This helps businesses:

- Get paid faster
- Improve cash flow without changing how they operate

If faster collections are a priority, this could be a strong fit.

Best regards,
{{Name}}

Recurring Billing / Subscription Use Case

Subject: Reduce Missed or Failed Payments

Hi {{First Name}},

For businesses with subscriptions or recurring billing, payment failures and expired cards can create unnecessary revenue loss.

Authorize.net helps solve this with:

- Built-in recurring billing
- Secure card-on-file storage (tokenization)
- Account updater tools to reduce failed payments

The result is more predictable revenue and less time spent chasing payments.

Let me know if this is something you'd like to explore.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: Authorize.net recap and next steps

Hi {{First Name}},

Thanks again for your time today.

Quick recap:

- (notes from the call)

Recommended next steps:

- (what was aligned on the call)

Let me know how you'd like to proceed.

Best,

{{Name}}

Objection Handling – “We already have a gateway”

Subject: Keeping flexibility in your payments

Hi {{First Name}},

That's completely fair, many businesses already use a gateway today.

The key difference with Authorize.net is that it remains a gateway-only solution, meaning you're not locked into a bundled processor like Stripe or PayPal.

This gives you more control over pricing, funding, and long-term flexibility while still using a trusted, widely adopted platform.

Happy to walk through where it could improve your current setup.

Best,

{{Name}}

Partner Enablement / Deployment Setup

Subject: Authorize.net Enablement

Hi {{First Name}},

To ensure a smooth rollout, we recommend a focused enablement session covering:

- Gateway vs processor positioning (critical for messaging)
- Online checkout, invoicing, and virtual terminal workflows
- Recurring billing and card-on-file capabilities
- Fraud controls, tokenization, and compliance
- Positioning Authorize.net vs full POS solutions

This helps ensure Authorize.net is positioned correctly as a digital payments gateway not a POS or processor within the WAS portfolio.

Let me know your availability and we'll get it scheduled.

Best regards,

{{Name}}