Talk Track

Authorize.net Gateway

Step-by-Step

1. Cold Openers

Universal (Digital Payments Angle)

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
Quick question, how are you currently accepting online, invoiced, or phone payments?”

eCommerce / Online

“Hi [Name], are your online payments running through a gateway tied to your processor, or are those separate today?”

Service / Invoicing

“Hi [Name], quick question, are you still sending invoices and waiting on checks, or do your customers have a way to pay digitally?”

Recurring / Subscription

“Hi [Name], how are you handling recurring billing today, and what happens when a customer’s card expires?”

B2B / Wholesale

“Hi [Name], quick question what percentage of your customers are still paying by check or manual card entry?”

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2. Discovery Questions (Use 3–5, Not All)

System & Workflow

- "How are you currently accepting payments, online, phone, invoicing?"
- "Is your payment gateway tied to your processor, or are they separate?"
- "How many systems are involved from billing → payment → reconciliation?"

Operational Pain

- "How long does it typically take to get paid after you send an invoice?"
- "Do you experience failed payments or expired cards with recurring billing?"
- "How much manual work goes into entering or reconciling payments?"

Growth & Flexibility

- "If your business grows, do you feel locked into your current payment platform?"
- "Do you have flexibility around pricing, settlement timing, or support today?"

Security / Risk

- "How are you currently storing customer payment information?"
- "Have you had concerns around PCI compliance or data security?"

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3. Positioning Authorize.net (Use After Pain Is Confirmed)

- The reason Authorize.net exists is because businesses need a reliable way to accept digital payments without being locked into a full POS or bundled payment platform.

- Authorize.net is different because it's a gateway, not the processor, so you get flexibility in how you accept payments while Woodforest handles underwriting, pricing, and support.

- Instead of being tied to an all-in-one system, you're separating the payment experience from the processing relationship giving you more control as you grow.

- Optional Margin / Control Hook

- "With bundled providers like Stripe or PayPal, you're locked into their pricing model but with Authorize.net, Woodforest controls the processing relationship, so you have long-term flexibility."

4. Call to Action / Close

Soft Close (Demo / Fit Check)

“Based on what you shared, it sounds like there’s an opportunity to simplify how you take digital payments and improve cash flow.
I can show you how Authorize.net handles online, invoicing, and recurring payments what does your availability look like?”

Direct Close (Strong Fit)

“We can get you set up with Authorize.net as your gateway and Woodforest handling the processing so you maintain flexibility without disrupting your business.
If you have a few minutes, I can walk through what onboarding would look like.”

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5. Voicemail Scripts (10–15 Seconds)

General

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
We help businesses simplify online, invoiced, and recurring payments through a flexible gateway setup.
I’ll try you again, or feel free to call me back at [number].”

Cash Flow Focus

“Hi [Name], quick note we’re helping businesses get paid faster by moving invoices and phone payments into digital workflows.
Happy to connect if that’s a priority.”

Flexibility / Control

“Hi [Name], we’re working with merchants moving away from bundled platforms like Stripe or PayPal to regain flexibility and control over processing.
Would be great to connect if that’s relevant.”

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6. (Optional) 1-Line Rep Reminder

Win Condition:
If the merchant needs online, invoicing, recurring, or phone payments →
👉 “Flexible digital payments without being locked into a platform.”