



Talk Track

Delta1st POS

Cold Openers

Universal

“Hi [Name], this is [Rep] with [Payment Processor].

Quick question, are you currently using more than one system to run payments, inventory, or billing for your business?”

Retail-Specific

“Hi [Name], are you the one managing inventory and POS today?

Quick question, how many different systems are you using to manage inventory, payments, and reporting right now?”

QSR-Specific

“Hi [Name], when your line backs up during peak hours, can your staff take orders and payments anywhere, or are you stuck at one register?”

Service-Specific

“Hi [Name], quick question, are you using one system to schedule jobs, another to invoice, and another to actually get paid?”

Discovery Questions (Use 3–5, Not All)

System & Workflow

- “How many systems are involved from selling → invoicing → getting paid?”
- “What typically breaks or slows things down day-to-day?”
- “What happens when you need reporting across locations, customers, or staff?”

Growth & Scale

- “What happens to your current setup if you add another location or employee?”
- “Do you feel like you’re paying for features you don’t actually use?”

Margin / Cost Conversation (Very Strong)

- “How are processing fees impacting margins today?”
 - “Have you looked at cost-recovery pricing before, or is that something off-limits right now?”
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Positioning Delta1st

Use this after pain is confirmed:

- The reason Delta1st exists is because most POS systems are great at taking payments, but once operations get real inventory, invoicing, scheduling, reporting merchants end up bolting on extra tools.
- Delta1st is different because it’s an all-in-one merchant operating system, built by Woodforest, not a third-party POS vendor.

Optional margin hook

- WAS bringing VPC to card present environment we can route your transactions directly to the issuers and minimize your credit card processing costs.
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Call to Action or Close

Use this after pain has been identified and you have their interest in moving forward:

- I can get you setup on WAS processing and send you a new Delta1st terminal. If you have time I can fill out the merchant application for you right now?
- If you would like to see a full demo of the Delta1st software and the modules that would be applicable to your business, i would be happy to schedule a formal demo. What does your availability look like later today or later this week.

Voicemail Scripts (10-15 Seconds)

General

- “Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
I’m calling because we help businesses consolidate POS, payments, and invoicing into one system.
I’ll try you again or feel free to call me back at [number].”

Margin-Focused

- “Hi [Name], quick note we work with merchants recovering processing costs directly inside their POS.
If that’s a priority this year, I’d be glad to connect.”