



# Talk Track

## FreedomPay Gateway

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### **Step-by-Step**

#### **1. Cold Openers**

##### **Universal (Complexity / Scale Angle)**

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.  
Quick question, how many different systems or locations are you managing payments across today?”

##### **Multi-Location / Retail**

“Hi [Name], are you currently running the same POS across all locations, or managing multiple systems with different payment setups?”

##### **Enterprise / Multi-System**

“Hi [Name], quick question, are payments handled consistently across all your systems and channels, or does it vary depending on the platform?”

##### **Hospitality / Multi-Channel**

“Hi [Name], are your payments running through one unified system, or across multiple touchpoints like front desk, mobile, events, and POS?”

##### **ISV / Platform**

“Hi [Name], how are you handling payments across your platform today, are you managing multiple integrations or trying to standardize it?”

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

### System & Complexity

- “How many POS systems or platforms are you running today?”
- “Are payments processed the same way across all locations and channels?”
- “How difficult is it to make changes to payments across your environment?”

### Operational Pain

- “How long does it take to roll out a payment update across locations?”
- “Do you have inconsistencies between systems or reporting gaps?”
- “How much effort goes into reconciling payments across systems?”

### Growth & Flexibility

- “Are you adding locations, channels, or systems over time?”
- “Do you feel locked into your current gateway or processor setup?”
- “What happens when you need to introduce new payment types or devices?”

### Scale & Risk

- “What happens if a system or payment lane goes down?”
- “Do you have centralized visibility into payment activity?”
- “How are you managing payments across unattended or remote environments?”

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## 3. Positioning FreedomPay (Use After Pain Is Confirmed)

- The reason FreedomPay exists is because large merchants outgrow POS-based or single-gateway payment models as complexity increases.
  - FreedomPay is different because it sits *above* your POS systems, standardizing payments across locations, devices, and channels without forcing you to replace anything.
  - Instead of managing payments inside each system, you centralize payment logic once, while Woodforest handles the acquiring, settlement, and funding behind the scenes.
  - Optional Enterprise / Control Hook
  - “You’re separating payments from your systems, so you can evolve your technology without constantly reintegrating payments.”
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## 4. Call to Action / Close

### Soft Close (Discovery / Strategy Call)

“Based on what you shared, it sounds like payments are getting complex across your systems. I’d recommend a quick session to walk through how FreedomPay centralizes everything, what does your availability look like?”

### Direct Close (Strong Fit)

“We can help you standardize payments across all your locations and systems without changing your POS.  
If you have a few minutes, I can walk through how this would be structured for your environment.”

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## 5. Voicemail Scripts (10–15 Seconds)

### General

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.  
We help multi-location businesses simplify payments across systems and channels.  
I’ll try you again, or feel free to call me back at [number].”

### Complexity / Pain

“Hi [Name], quick note, we’re working with businesses managing multiple POS or payment systems and helping them standardize everything under one payment layer.  
Happy to connect if that’s relevant.”

### Enterprise / Growth

“Hi [Name], we help growing businesses scale payments without reworking systems every time they expand or change technology.  
Would love to connect if that’s a priority.”

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## 6. (Optional) 1-Line Rep Reminder

Win Condition:

If the merchant has multiple locations, POS systems, or channels →

👉 “Centralize payments once, and let everything else evolve.”