Email Template

NMI Gateway

Use Cases

Intro / First Touch (ISOs / ISVs / Flexible Merchants)

Subject: Keep Your POS

Hi {{First Name}},

I wanted to introduce NMI, Woodforest's open, processor-agnostic payment gateway designed for businesses that need flexibility across systems, channels, and software.

NMI is ideal for organizations that want to:

- Keep their existing POS or software stack
- Accept payments in-store, online, mobile, and recurring
- Standardize payments across multiple tools
- Avoid getting locked into a single platform

Best,
{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks again for walking through your current payment setup.

Based on what you shared, NMI could be a strong fit because it:

- (notes from the call)

It acts as a flexible payment infrastructure layer, letting you keep your current systems while unifying payments across all channels under one gateway.

If helpful, we can go deeper into how it would fit your environment.

Best,
{{Name}}

Third-Party POS / "Keep What You Have" Outreach

Subject: No Need to Replace Your POS

Hi {{First Name}},

Many businesses are happy with their POS but still struggle with fragmented payments, reporting, or adding new channels.

NMI solves this by sitting under your existing systems, allowing you to:

- Keep your current POS and software
- Unify payments across channels
- Improve reporting without re-platforming

It removes the need to rip and replace what already works.

Happy to walk through how that looks in your setup.

Best,
{{Name}}

Service Businesses / MOTO / Invoicing Use Case

Subject: Simplify Payments

Hi {{First Name}},

Service-based businesses often rely on a mix of tools for invoicing, recurring billing, and phone payments, which creates inefficiency and risk.

NMI brings all of that into one gateway with:

- Virtual terminal for phone payments
- Invoicing and pay-by-link
- Recurring billing and customer vault

This allows you to accept payments anywhere without being tied to a POS.

If that aligns, worth a quick conversation.

Best,
{{Name}}

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eCommerce / Omnichannel Outreach

Subject: One Gateway Across Every Channel

Hi {{First Name}},

Many businesses end up using different gateways for eCommerce, in-store, and mobile, which leads to fragmentation and limited visibility.

NMI provides a single gateway across all channels, allowing you to:

- Accept payments online, in-store, and mobile
- Use tokenization across channels
- Add new channels without changing infrastructure

It’s designed to scale as your business grows.

Let me know if you're seeing this challenge today.

Best,
{{Name}}

ISV / Embedded Payments Outreach

Subject: Embed Payments Without Lock-In

Hi {{First Name}},

For software platforms, embedding payments often comes with tradeoffs around processor lock-in and limited flexibility.

NMI is a white-label, API-driven gateway that allows you to:

- Embed payments into your platform
- Maintain control over branding and experience
- Scale across merchants without re-integrating

While Woodforest manages acquiring, underwriting, and settlement.

Happy to walk through what this looks like.

Best,
{{Name}}

ISO / Partner Portfolio Outreach

Subject: Standardize Payments Across Your Portfolio

Hi {{First Name}},

Many ISOs and partners end up supporting multiple gateways just to accommodate different merchant needs, which creates complexity and inefficiency.

NMI provides a single, flexible gateway backbone that works across:

- Different POS systems
- Multiple merchant types
- Various payment use cases

Helping you standardize payments without limiting your merchants' options.

If that's something you're dealing with, worth connecting.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: 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: Built for What Comes Next

Hi {{First Name}},

That makes sense, most businesses already have a gateway in place.

The difference with NMI is flexibility. It's designed to support growth across channels, systems, and use cases without forcing you to switch POS or replatform later.

It's less about replacing what works today, and more about making sure it still works as things get more complex.

Best,
{{Name}}

Partner Enablement / Deployment Setup

Subject: NMI Enablement

Hi {{First Name}},

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

- Open gateway architecture and positioning
- Third-party POS and ISV integrations
- Omnichannel and recurring payment workflows
- Multi-MID, routing, and configuration strategy
- Positioning vs Stripe, Braintree, and closed PSPs

This ensures NMI is positioned correctly as a payments infrastructure layer, not a POS or bundled platform.

Let me know your availability and we'll coordinate.

Best,
{{Name}}