# Talk Track

## NMI Gateway

---

## Step-by-Step

### 1. Cold Openers

#### Universal (Flexibility / No Rip & Replace)

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
Quick question, are you happy with your system today, or do payments still feel disconnected from everything else?”

#### Omnichannel / Retail

“Hi [Name], are your online, in-store, and mobile payments all running through the same system—or are they split across different tools?”

#### Service / MOTO / Recurring

“Hi [Name], how are you handling payments outside the counter, like invoicing, recurring billing, or payments over the phone?”

#### ISV / Platform

“Hi [Name], how are you handling payments inside your platform, are you locked into one provider, or do you have flexibility?”

#### ISO / Portfolio

“Hi [Name], how many different gateways are you supporting today just to meet different merchant needs?”

---

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

### Systems & Integration

- “What systems are you using for payments today, POS, eCommerce, invoicing?”
- “Are those systems connected, or are they separate?”
- “Do you need to support multiple channels or just in-store?”

### Pain & Friction

- “Do you run into issues with reporting or reconciliation across systems?”
- “Have you ever had to change systems just to support payments?”
- “Do payments ever limit what you can do operationally?”

### Scale & Growth

- “Are you planning to add online, mobile, or recurring payments?”
- “If you added a new system tomorrow, would payments be easy to support?”
- “Do you feel locked into your current gateway or processor?”

### Business Model Fit

- “Do you do recurring billing, invoicing, or subscriptions?”
- “Do you take payments remotely or outside a traditional checkout?”

---

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

- The reason NMI exists is because most businesses outgrow closed systems where payments are tied to one POS or platform.

- NMI is different because it sits *under* your systems, connecting your POS, eCommerce, and software into one payment layer without forcing you to replace anything.

- It gives you one gateway for in-store, online, mobile, recurring, and invoice-based payments, while keeping flexibility as you grow.

- Optional Flexibility / Control Hook

- “You’re not changing how you run your business, you’re just fixing how payments connect across everything.”

---

## 4. Call to Action / Close

### Soft Close (Discovery / Fit Call)

"Based on what you shared, it sounds like you're dealing with multiple systems or limitations around payments.
I'd recommend a quick walkthrough of how NMI unifies everything what does your availability look like?"

### Direct Close (Strong Fit)

"We can unify your payments across all your systems without replacing what already works.
If you have a few minutes, I can walk through how that would look for your setup."

---

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

### General

"Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
We help businesses connect payments across systems without replacing their current setup.
I'll try you again, or feel free to call me back at [number]."

### Omnichannel / Fragmentation

"Hi [Name], quick note we're working with businesses that have payments split across POS, online, and invoicing, and helping unify everything into one system.
Happy to connect if that's relevant."

### Flexibility / No Lock-In

"Hi [Name], we're helping businesses move off locked-in payment setups without changing how they operate.
Would love to connect if that's a priority."

---

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

Win Condition:
If the merchant says *"we use multiple systems / don't want to replace anything"* →
👉 "Perfect—that's exactly what NMI is built for."