



Email Template

Odoo Plug-In/Connector

Use Cases

Intro / First Touch (ODOO-Using Prospect)

Subject: ODOO Embedded Payments

Hi {{First Name}},

The WAS ODOO Connector allows businesses to accept and reconcile payments natively inside ODOO, while Woodforest Acceptance Solutions manages underwriting, processing, settlement, funding, risk, and compliance behind the scenes.

For ODOO-driven organizations, this means:

- Faster invoice collections
- Cleaner reconciliation and accounting
- One ERP-centric system instead of disconnected tools

If ODOO is your system of record, this approach is worth a quick conversation.

Best,
{{Name}}

Discovery Follow-Up (After First Conversation)

Subject: ODOO Connector Next Steps

Hi {{First Name}},

Thanks again for walking through how you're using ODOO today.

Based on what you shared, the WAS ODOO Connector could help by:

- (summarize points from call)

WAS operates as the direct to issuer acquiring layer, while ODOO remains the system your teams live in every day.

If helpful, the next step would be a focused walkthrough of:

- (alignment of next steps on the call)

Let me know how you'd like to proceed.

Best,

{{Name}}

Invoice-Driven / Professional Services Outreach

Subject: Get Paid Faster

Hi {{First Name}},

Many service-based and invoice-driven businesses on ODOO still rely on separate payment tools that slow collections and complicate accounting. With ODOO + WAS, customers can pay invoices directly inside ODOO, and payment status updates automatically.

This works especially well for:

- (pick one industry that fits the prospect along with 2 similar industries)

If invoice payments is a priority, I'd be happy to show how this works in practice.

Best regards,

{{Name}}

Subscription / Recurring Revenue Outreach

Subject: Simplify Recurring Billing

Hi {{First Name}},

The WAS ODOO Connector embeds secure, tokenized payment acceptance directly into ODOO's subscription workflows, so billing, renewals, retries, and reporting all stay in one system.

Merchants use this to:

- Improve cash-flow predictability
- Reduce payment-related churn
- Eliminate separate billing or gateway platforms

Happy to walk through how ODOO and WAS work together for recurring revenue models.

Best,
{{Name}}

Retail / Omnichannel ODOO POS Outreach

Subject: One ODOO POS

Hi {{First Name}},

Retailers using ODOO often struggle with disconnected POS, online sales, and accounting systems. Card-present payments are supported through WAS-approved PAX devices, while inventory, sales, and accounting remain fully synchronized inside ODOO.

This is especially helpful for:

- Omnichannel retailers
- Multi-location operations
- Popup or flexible retail environments

If POS plus back-office integration matters more than “swipe speed,” this could be a strong fit.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: Next Steps

Hi {{First Name}},

Thanks for your time today.

Quick recap of what we covered:

- (summarize talking points from meeting)

Suggested next steps:

1. (next steps suggested on the call)

Let me know how you'd like to move forward.

Best,

{{Name}}

Objection Handling – “This sounds complex”

Subject: Keeping OD00 payments simple as you grow

Hi {{First Name}},

That's a fair concern, OD00 is powerful, but it's also modular.

Most businesses start with:

- Invoicing + embedded payments
- Then expand into subscriptions, POS, or inventory as needed

Complexity is removed by eliminating separate payment tools, gateways, and reconciliation processes. You only enable what you need today and scale over time without redesigning platform.

Happy to walk through a phased rollout approach if helpful.

Best,

{{Name}}

Enablement / Implementation Setup Email

Subject: ODOO + WAS enablement and configuration session

Hi {{First Name}},

To ensure a smooth rollout, we recommend a structured enablement session covering:

- (Pick the appropriate next steps)
- ODOO payment workflows (invoices, subscriptions, POS)
- WAS ODOO Connector configuration
- PAX device setup (if applicable)
- User roles, permissions, and refund controls
- Reporting and reconciliation
- Onboarding and underwriting process
- Etc.

This session aligns business, finance, and technical teams before going live.

Let me know your availability and we'll get it scheduled.

Best regards,

{{Name}}