



Sales Cheat Sheet

Odoo Plug-In/Connector

30-Second Positioning

The WAS Odoo Plug-In embeds payment acceptance directly inside Odoo ERP workflows—so businesses can invoice, collect, reconcile, and report payments without leaving their system of record. Instead of bolting payments onto Odoo through gateways or aggregators, WAS owns the acquiring stack (underwriting, processing, funding, risk, compliance), while Odoo remains the operational hub for invoicing, subscriptions, accounting, inventory, and POS—delivering faster collections and cleaner reconciliation.

✓ Ideal Customer Profile (ICP)

Core Qualifier

- Business already using Odoo (or committed to migrating) as its primary ERP
👉 *If payments need to live inside Odoo, this wins immediately.*

Best-Fit Verticals & Models

- Invoice-driven professional services (consulting, accounting, IT services)
- Subscription & recurring-revenue businesses
- Wholesale, distribution, and B2B merchants
- Retail & omnichannel brands running **Odoo POS**
- Field services & project-based businesses
- Multi-entity or multi-location operators

Typical Size / Complexity

- ~5–100+ users
- 1–50+ locations or entities
- Moderate-to-large invoice volume or product catalogs

Not a Good Fit

- POS-only merchants focused exclusively on checkout speed
- Merchants unwilling to adopt or manage an ERP
- Businesses not using Odoo and with no intent to migrate
- Ultra-large enterprises needing heavily customized or proprietary ERP builds
- Merchants wanting same-day, plug-and-play terminals with no setup or integration

5 Qualifying Questions

1. Do you use Odoo today to run invoicing, accounting, inventory, or subscriptions?
2. How are customers paying invoices or subscriptions today—and how manual is reconciliation?
3. Are payments currently handled outside your ERP, creating delays or reporting gaps?
4. Do you operate across multiple locations, entities, or channels (POS + invoices + subscriptions)?
5. Is reducing DSO and finance team workload a priority this year?

5 Disqualifying Red Flags

1. “We just want a basic terminal, no ERP.”
2. “We don’t want to change how invoicing or accounting works.”
3. “We use a different ERP and aren’t open to migrating.”
4. “Checkout speed matters more than back-office integration.”
5. “We expect a zero-setup, same-day deployment.”

What the Product Is vs Is Not

What Odoo Plug-In IS

- A native payments connector embedded into Odoo ERP workflows
- Secure, PCI-compliant payment processing handled by WAS (card data stays out of Odoo)
- Supports invoice payments, subscriptions, POS, and recurring billing
- Ideal for ERP-driven businesses that care about accounting accuracy and cash flow
- A way to unify payments, invoicing, and reporting in one system

What Odoo Plug-In IS NOT

- A standalone gateway or generic POS replacement
- A plug-and-play payments tool for non-ERP merchants
- An enterprise QSR or ultra-high-throughput retail POS
- A custom-built ERP integration for non-Odoo platforms
- A shortcut around ERP configuration or implementation

When to Pull in Product / Solutions

Bring in Product or Solutions early when:

- The merchant has complex invoicing or subscription logic
- Multi-company or multi-entity accounting is in scope
- Card-present + invoice + recurring payments need to coexist
- There are questions about Odoo module selection (POS, Subscriptions, Accounting, Inventory)
- A partner or integrator is involved in hosting or implementation
- The deal hinges on reconciliation, DSO reduction, or finance controls

Internal Sales Anchor (Use This Line)

“Sell the Odoo Plug-In when payments need to live *inside* the business system—not bolted on outside of it.”