



Talk Track

Odoo Plug-In/Connector

Step-by-Step

1. Cold Openers

Universal (ERP / Embedded Payments)

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
Quick question, are you managing payments directly inside Odoo today, or are they still handled through separate tools?”

Invoice / Service-Based

“Hi [Name], how are you collecting invoice payments today does that happen inside Odoo, or is it still a manual or external process?”

Subscription / Recurring

“Hi [Name], how are you handling recurring billing today are payments fully tied into Odoo, or are you using a separate system?”

Retail / Omnichannel

“Hi [Name], are your in-store, online, and invoice payments all connected in Odoo, or are they split across different systems?”

Multi-Location / Growth

“Hi [Name], as your business grows, are payments getting harder to manage across locations or entities or is everything still centralized?”

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

Systems & Integration

- “Are you running invoicing, accounting, or subscriptions primarily inside Odoo today?”
- “How are payments handled inside Odoo or through a separate gateway?”
- “Are your payment workflows fully connected to your accounting and operations?”

Pain & Friction

- “How manual is your reconciliation process today?”
- “Do you run into delays getting paid after invoices go out?”
- “Are payments and reporting ever disconnected from your core system?”

Scale & Growth

- “Are you managing multiple locations, entities, or revenue streams today?”
- “As the business grows, is it getting harder to keep payments consistent?”
- “Do payments ever slow down operations or create extra admin work?”

Business Model Fit

- “Do you invoice customers after services are delivered?”
- “Do you run subscriptions or recurring billing?”
- “Do you take payments across multiple channels like POS, online, and invoices?”

3. Positioning Odoo Plug-In (Use After Pain Is Confirmed)

- The reason this solution exists is because most Odoo users still have payments sitting outside the ERP, which creates delays, manual work, and reconciliation issues.
- What makes this different is that payments are embedded directly inside Odoo workflows whether that’s invoicing, subscriptions, POS, or accounting.
- Instead of stitching together multiple tools, everything stays synchronized in one system, so payments, financials, and operations all align automatically.

4. Optional Core Hook (VERY IMPORTANT)

“You’re not adding another payment tool you’re bringing payments into the system that already runs your business.”

5. Call to Action / Close

Soft Close (Discovery / Fit Call)

“Based on what you shared, it sounds like payments are still somewhat disconnected from your Odoo workflows.

I’d recommend a quick walkthrough of how this would look embedded inside your system what does your availability look like?”

Direct Close (Strong Fit)

“We can embed payments directly into your invoicing, subscriptions, and operations inside Odoo, so everything stays in sync without manual work.

If you have a few minutes, I can walk through exactly how that would work for your setup.”

6. Voicemail Scripts (10–15 Seconds)

General

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.

We help Odoo users bring payments directly inside their ERP instead of managing them separately.

I’ll try you again, or feel free to call me back at [number].”

Invoice / Collections

“Hi [Name], we’re working with businesses using Odoo to speed up invoice payments and eliminate manual reconciliation by embedding payments directly into the system.

Happy to connect if that’s relevant.”

Omnichannel / Fragmentation

“Hi [Name], quick note we’re helping Odoo users unify payments across POS, online, and invoicing into one system. Would love to connect if that’s a priority.”

Growth / Scale

“Hi [Name], we’re helping growing businesses using Odoo simplify payments across locations and entities without adding more systems. Happy to connect if that’s useful.”

7. (Optional) 1-Line Rep Reminder

Win Condition: If the merchant says

“We use Odoo but payments are separate / manual / disconnected”

Response:

👉 “Perfect that’s exactly what this is built for.”