



Talk Track

PAX Sierra App

Step-by-Step

1. Cold Openers

Universal (Keep Your System Angle)

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

Quick question are you happy with your current system, or is it really the payment terminals that are the problem?”

Retail

“Hi [Name], are you the one managing your POS and payment setup?

Quick question are your terminals helping checkout move faster, or slowing things down?”

Service / Field-Based

“Hi [Name], quick question, are you collecting payments on-site when the job is done, or having to invoice later?”

QSR / Counter Service

“Hi [Name], when you’re busy, is your payment terminal keeping up, or creating a bottleneck at checkout?”

B2B / ERP Environments

“Hi [Name], quick question are payments just one small part of your process that doesn’t quite integrate cleanly with everything else?”

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

System & Workflow

- “What system are you using today for POS, ERP, or invoicing?”
- “How do payments fit into that fully integrated or separate?”
- “Are you satisfied with your current workflow, or is payments the weak point?”

Operational Pain

- “What issues are you seeing with your current terminals—speed, reliability, or outdated tech?”
- “Do you have consistent tap-to-pay and EMV support today?”
- “Have you experienced failed transactions or downtime recently?”

Workflow / Disruption Sensitivity

- “If you upgraded payments, would you want to keep your current system in place?”
- “How disruptive would it be to replace your POS entirely?”

Cost / Efficiency

- “Are you being pushed toward a full POS upgrade just to modernize payments?”
 - “Do you feel like you’re paying for features you don’t actually need just to accept cards?”
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3. Positioning PAX Sierra (Use After Pain Is Confirmed)

- The reason PAX Sierra exists is because most merchants don’t actually want to replace their POS they just want better, faster, more reliable payments.
 - Sierra is different because it’s a payments-only solution that runs on modern Android terminals so you can upgrade how you get paid without changing how you run your business.
 - Instead of forcing a full system change, it modernizes your payment layer while keeping everything else intact.
 - Optional Margin / Efficiency Hook
 - “You’re not paying for POS software, inventory systems, or extra features you’re getting exactly what you need: fast, secure payment acceptance.”
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4. Call to Action / Close

Soft Close (Demo / Interest)

“Based on what you shared, it sounds like payments not your system are the issue. I can show you how Sierra upgrades your terminals without touching your POS what does your availability look like?”

Direct Close (Strong Fit)

“We can replace your existing terminals with modern PAX devices running Sierra and have you up and running quickly no system changes required. If you have a few minutes, I can start walking through the setup with you.”

5. Voicemail Scripts (10–15 Seconds)

General

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions. We help businesses upgrade their payment terminals without replacing their POS or systems. I’ll try you again, or feel free to call me back at [number].”

No POS Replacement Angle

“Hi [Name], quick note we’re helping merchants modernize payments without switching systems or retraining staff. If that’s relevant, I’d love to connect.”

Speed / Reliability Focus

“Hi [Name], we’re working with businesses replacing outdated terminals with faster, more reliable Android payment devices. Happy to connect if that’s a priority.”

6. (Optional) 1-Line Rep Reminder

Win Condition:

If the merchant says “*I like my system, I just hate my payments*” →

👉 “Perfect—that’s exactly what Sierra fixes.”