WOODFOREST ACCEPTANCE SOLUTIONS®

Email Template

VISA Acceptance Tap-to-Pay

Use Cases

Intro / First Touch (Mobile & Lightweight Merchants)

Subject: Accept Payments via Phone

Hi {{First Name}},

I wanted to share a simple way merchants are accepting in-person tap payments without traditional hardware.

Visa Acceptance Tap-to-Pay, powered by Woodforest Acceptance Solutions, turns a certified Android device into a secure, EMV-compliant acceptance point.

This is ideal for businesses that need:

- Fast, in-person payment acceptance
- Low or no hardware investment
- Mobility for field, popup, or line-busting use cases

If speed and flexibility matter more than full POS features, this is worth a quick conversation.

Best,
{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks again for walking through how you're taking payments today.

Based on what you shared, Visa Acceptance Tap-to-Pay could help by:

- (Summarize points from meeting)

Tap-to-Pay is intentionally payment-only, making it ideal as:

- (Pick value adds that are applicable to that prospect)
- A fast onboarding solution
- A mobile or supplemental checkout option
- An entry point into the broader WAS ecosystem
- Etc.

If it makes sense, the next step would be a short demo and deployment overview.

Best,
{{Name}}

Field Services Outreach

Subject: Get Paid in the Field

Hi {{First Name}},

Many field service businesses complete the job onsite, then wait days or weeks to get paid. Visa Acceptance Tap-to-Pay allows technicians to accept contactless card and wallet payments right at the job site.

This helps field teams:

- Eliminate post-job invoicing
- Reduce unpaid or delayed payments

If collecting payment immediately after service would help your operation move faster, happy to show how this works.

Best regards,
{{Name}}

Events, Pop-Ups & Seasonal Sellers Outreach

Subject: Skip Terminals for Events

Hi {{First Name}},

For events, pop-ups, and seasonal selling, traditional terminals are often more hassle than help. Visa Acceptance Tap-to-Pay turns an Android phone into a secure tap-to-pay device.

Merchants use this to:

- Start selling quickly
- Accept tap payments anywhere there's connectivity
- Scale up or down based on event needs

If your selling environments change week to week, this is a simple, flexible option.

Best,
{{Name}}

Retail Line-Busting / Supplemental Checkout

Subject: Reduce Lines & Reduce Terminals

Hi {{First Name}},

When checkout lines build up, a single terminal can become a bottleneck. Visa Acceptance Tap-to-Pay allows staff to accept payments anywhere on the floor using a phone for:

- Line-busting
- Peak periods
- Supplemental checkout

It works alongside existing POS systems and doesn't replace what you already use.

If that would help during busy times, I'm happy to walk through it.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: Next Steps

Hi {{First Name}},

Thanks for your time today.

Quick recap:

- (summarize talking points from meeting)

Recommended next steps:

1. (alignment on next steps discussed in the meeting)

Let me know how you'd like to proceed.

Best,
{{Name}}

Objection Handling – "We already have a POS"

Subject: Tap-to-Pay without replacing your POS

Hi {{First Name}},

That's actually the ideal setup. Visa Acceptance Tap-to-Pay isn't meant to replace a POS, it works alongside what you already have. Most merchants use it as:

- A mobile acceptance option
- A backup if terminals go down
- A fast way to extend payment acceptance beyond the counter
- (Add additional bullet points the merchant might find value from)

It adds flexibility without disrupting existing workflows. Happy to talk through where it fits best for your team.

Best,
{{Name}}

Partner Enablement / Setup Email

Subject: Visa Acceptance Tap-to-Pay enablement session

Hi {{First Name}},

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

- (Pick the appropriate points to discuss with the partner)
    - Eligible Android devices & Visa Acceptance APK
    - Merchant onboarding and underwriting
    - Transaction flow and refund handling
    - Reporting and funding visibility
    - Positioning Tap-to-Pay vs. full POS solutions
    - Etc.

This ensures everyone is aligned on when to sell Tap-to-Pay and when to graduate merchants into Delta1st or other WAS solutions.

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

Best regards,
{{Name}}