Talk Track

VISA Acceptance Tap-to-Pay

<u>Step-by-Step</u>

1. Cold Openers

Universal (Hardware / Simplicity Angle)

"Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
Quick question, are you currently using payment terminals, or have you looked at taking payments directly on a phone?"

Field Service

"Hi [Name], quick question, when your team finishes a job, are they collecting payment on-site, or sending invoices after?"

Retail / Line Busting

"Hi [Name], when lines get busy, can your staff take payments anywhere, or are they stuck at the register?"

Pop-Up / Event Sellers

"Hi [Name], quick question, are you using rented terminals or shared devices when you sell at events or temporary locations?"

Startup / New Business

"Hi [Name], how quickly do you need to start accepting in-person payments—and are you trying to avoid buying hardware upfront?"

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

System & Workflow

- "How are you currently taking in-person payments today?"
- "Are you tied to a specific terminal or checkout location?"
- "What happens if you need to take a payment outside your main setup?"

Operational Pain

- "Do you ever run into delays getting paid after a job or service?"
- "Have you had issues with line buildup or slow checkout during peak times?"
- "How often are you limited by having only one or two payment devices?"

Mobility & Flexibility

- "How important is it for you to take payments anywhere your business happens?"
- "Do your employees ever need to collect payments in the field or on the go?"

Cost / Margin Conversation

- "How much have you invested in payment hardware, replacements, or rentals?"
- "If you could eliminate terminals altogether, would that be valuable?"

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3. Positioning Visa Tap-to-Pay (Use After Pain Is Confirmed)

- The reason Visa Tap-to-Pay exists is because traditional payment setups rely on terminals which adds cost, delays deployment, and limits where you can accept payments.

- Tap-to-Pay is different because it turns a smartphone into a secure payment device—so you can accept contactless payments anywhere, without buying or managing hardware.

- It's not a POS system, it's the fastest, simplest way to start accepting in-person payments and stay fully connected to the Woodforest platform.

Optional Margin Hook

• "By eliminating terminals, you're not just simplifying operations—you're also removing hardware costs, replacements, and ongoing device management overhead."

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4. Call to Action / Close

Soft Close (Demo / Interest)

“Based on what you shared, it sounds like mobility and speed could make a big difference for you. If you’d like, I can show you how Tap-to-Pay works on a phone, takes just a few minutes. What does your availability look like?”

Direct Close (Fast-Moving Deal)

“This is one of the fastest ways to get set up on payments, we can have you accepting tap payments on your phone without deploying any hardware.
If you have a few minutes, I can start the setup process with you now.”

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5. Voicemail Scripts (10–15 Seconds)

General

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
We help businesses accept payments directly on their phones no terminals required.
I’ll try you again, or feel free to call me back at [number].”

Speed / Mobility Focus

“Hi [Name], quick note we’re helping businesses get paid instantly in the field by turning their phones into payment devices.
If mobility is important to you, I’d love to connect.”

Hardware Elimination / Cost

“Hi [Name], we’re working with merchants eliminating terminal costs entirely by accepting payments on Android devices.
Happy to connect if that’s relevant.”

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6. (Optional) 1-Line Rep Reminder

Win Condition:
If the merchant needs speed, mobility, or no hardware, position:
👉 “Take payments anywhere, instantly, without terminals.”