



Email Template

Verifone Connect Express

Use Cases

Intro / First Touch (Payment-Only / Simple Merchants)

Subject: Simple Card Acceptance

Hi {{First Name}},

I wanted to introduce Verifone Connect Express, a simple, payment-only solution that allows merchants to securely accept chip, tap, and swipe payments, without a POS system or added complexity.

Connect Express is ideal for businesses that just need to:

- Accept card-present payments quickly and reliably
- Eliminate unnecessary POS software and costs
- Keep checkout simple for staff and customers
- Handle sales, refunds, and settlement directly on the device

Best,
{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks for walking through your current setup.

Based on what you shared, Connect Express could be a strong fit because it:

- (notes from the call)

It's designed to keep things simple, a payment-only terminal experience that removes unnecessary complexity while improving speed and reliability at checkout.

If helpful, the next step would be a quick walkthrough of the device and setup.

Best,

{{Name}}

Retail / Small Business Outreach

Subject: Stop Paying for POS

Hi {{First Name}},

Many small retailers we work with are paying for POS systems that include features they rarely use, just to accept payments.

Verifone Connect Express eliminates that overhead by focusing strictly on card acceptance directly on the terminal.

This works well for businesses that:

- Don't need inventory or reporting tools
- Want faster, simpler checkout
- Prefer lower cost and less complexity

Happy to show how this works in practice.

Best,

{{Name}}

Service & Professional Businesses Outreach

Subject: Faster Checkout, Less Complexity

Hi {{First Name}},

Service businesses often don't need full POS systems, but still deal with the complexity and cost of using one.

Connect Express provides a clean, payment-only experience so your team can:

- Process payments quickly at checkout
- Avoid unnecessary software workflows
- Keep operations simple and efficient

All without changing how your business operates.

If speed and simplicity matter, this could be a great fit.

Best regards,
{{Name}}

Secondary Lanes / Event / Mobile Use Case

Subject: Payment Capacity Without Complexity

Hi {{First Name}},

When businesses need additional lanes, event setups, or backup terminals, adding a full POS system usually isn't necessary, or cost-effective.

Connect Express gives you a standalone payment terminal that can be deployed quickly without setup, licensing, or integrations.

This helps businesses:

- Add checkout capacity easily
- Support events or temporary locations
- Scale up or down without added overhead

Let me know if this is something you're looking at.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: Connect Express recap and next steps

Hi {{First Name}},

Thanks again for your time today.

Quick recap:

- (notes from the call)

Recommended next steps:

- (what was aligned on the call)

Let me know how you'd like to proceed.

Best,

{{Name}}

Objection Handling – “We already have a POS”

Subject: Works in Addition to POS

Hi {{First Name}},

That's actually where Connect Express fits best.

It's not designed to replace your POS, it's ideal for payment-only use cases like additional lanes, backup devices, or simple checkout scenarios where a full POS isn't necessary.

This lets you expand payment capability without adding complexity or cost.

Happy to talk through where it could fit.

Best,

{{Name}}

Partner Enablement / Deployment Setup

Subject: Connect Express Enablement

Hi {{First Name}},

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

- Verifone hardware options and deployment
- Terminal workflows (sales, refunds, settlement)
- Simple checkout and device configuration
- Positioning Connect Express vs POS solutions
- Ideal use cases and when to position alternatives

This helps ensure Connect Express is positioned correctly as a payment-only solution, not a POS or integrated platform.

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

Best regards,

{{Name}}