WOODFOREST
ACCEPTANCE
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Email Template

WAS Platform

Use Cases

Intro / First Touch (Partner or Prospect)

Subject: Own Your Payments Stack

Hi {{First Name}},

I wanted to introduce Woodforest Acceptance Solutions (WAS), a direct to issuer acquiring platform designed for partners who want ownership, control, and scale without stitching together processors, gateways, and risk vendors.

Unlike traditional processors or aggregation models, WAS owns the entire acquiring lifecycle. From onboarding, underwriting, processing, settlement, risk, reporting, and support, while allowing partners to control the frontend experience and merchant relationship.

If you're open to it, I'd love to spend 20–30 minutes understanding how you're currently running payments and see whether WAS could simplify operations or strengthen long-term portfolio value.

Best regards,
{{Name}}

Discovery Follow-Up (After First Call)

Subject: Next Steps

Hi {{First Name}},

Thanks again for taking the time to walk through your current payments setup.

Based on our conversation, the key areas where WAS may add value are:

- (Insert based on conversation)

The WAS platform is built specifically for (pick one of the following based on the prospects business type = ISVs, ISOs, and growing merchants) who view payments as infrastructure, not just transaction processing.

As a next step, I recommend a focused walkthrough of:

- (next steps based your conversation)

Let me know what works best for your schedule.

Best,
{{Name}}

ISV-Focused Outreach

Subject: Embed Payments

Hi {{First Name}},

Many ISVs we work with want to embed and monetize payments, but don't want to own underwriting, compliance, settlement, or risk.

WAS operates as the acquiring backbone behind your software while you retain:

- Application logic
- Merchant UX
- Customer ownership

If embedded payments are on your roadmap, I'd be happy to walk through how other platforms use WAS to scale confidently.

Best,
{{Name}}

ISO / Partner Value Email

Subject: Build Portfolio Value

Hi {{First Name}},

Many ISOs and payment organizations struggle with inconsistent underwriting, fragmented reporting, and processor-driven rule changes that erode portfolio value over time.

With WAS, partners gain:

- A direct acquiring relationship
- Consistent underwriting and risk governance
- Portfolio-level visibility and reporting
- Stable pricing and long-term alignment

If your focus is building durable portfolio value rather than chasing short-term margins, this is a conversation worth having.

Best regards,
{{Name}}

Post-Demo Follow-Up

Subject: Recap & Next Steps

Hi {{First Name}},

Thank you for your time today.

As a quick recap, we covered how WAS:

- (meeting minutes)

The next recommended steps would be:

1. (next steps, discussed on the call)

Let me know how you'd like to proceed, and I'll coordinate the next session.

Best,
{{Name}}

Objection-Handling Follow-Up (Processor Already in Place)

Subject: Why Partners Switch

Hi {{First Name}},

You had mentioned that you're already working with a processor, which is completely fair.

What we often see is that the real challenge isn't processing, it's the operational friction created by underwriting, support, reporting, and risk ownership.

WAS consolidates the acquiring relationship under one accountable platform while still allowing flexibility in POS, gateways, and integrations. For many partners, this results in:

- Faster issue resolution
- Cleaner reconciliation and reporting
- More predictable underwriting and risk decisions
- (Or pick other factors this partner might care about)

Happy to explore whether that model aligns with where you're headed.

Best,
{{Name}}

Enablement / Onboarding Setup Email

Subject: WAS Partner Enablement

Hi {{First Name}},

As discussed, we recommend a structured enablement session to align on platform capabilities and deployment.

Proposed focus areas:

- (pick appropriate onboarding next steps)
- Intro to product team
- Kickoff
- Go to market alignment
- Vertical specific setup
- Device deployment
- Etc.

This session ensures a smooth transition from evaluation to launch while setting clear expectations across sales, operations, and support.

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

Best regards,
{{Name}}