WOODFOREST ACCEPTANCE SOLUTIONS®

Sales Cheat Sheet

WAS Platform

30-Second Positioning

Woodforest Acceptance Solutions (WAS) is a bank-backed, end-to-end acquiring platform for partners that want to own the merchant relationship without owning the risk.
WAS operates the entire payments lifecycle—onboarding, underwriting, processing, funding, risk, compliance, reporting, and support—under one acquiring relationship, delivered through POS, gateways, embedded software, invoicing, and virtual payments. It replaces fragmented processors and vendors with a single, scalable payments foundation.

✅ Ideal Customer Profile (ICP)

Partners & Platforms

- ISOs, agent networks, and payment companies building portfolios
- ISVs embedding payments into SaaS, ERP, or vertical software
- Banks or FI referral programs
- Partners who want brand ownership + long-term portfolio value

Merchants / Enterprises

- Growing SMB, mid-market, or multi-location merchants
- Businesses that have outgrown plug-and-play processors
- Merchants needing in-store + mobile + virtual + invoicing under one acquiring strategy
- Enterprises needing predictable underwriting, funding, and reporting governance

🚫 Not a Good Fit

- Micro-merchants or “swipe-and-go” hobby sellers
- App-marketplace-dependent businesses needing open plugin ecosystems
- Fully custom, developer-only builds requiring public, self-serve APIs and processor control
- High-risk merchant categories or cross-border heavy acquiring needs
- Partners seeking instant self-signup with no sales or underwriting motion

5 Qualifying Questions

1. Do you currently rely on multiple vendors for underwriting, processing, gateways, reporting, or support?
2. Is it important for you to own the merchant relationship, not rent it from a third-party processor?
3. Are you embedding or scaling payments and don’t want to manage compliance, funding, or risk?
4. Do inconsistent funding, approvals, or reporting slow down growth or cause friction today?
5. Are you building for long-term portfolio value, not just transactional onboarding?

5 Disqualifying Red Flags

1. “We only need a basic processor and don’t care about ownership or scale.”
2. “We require open app marketplaces and self-installed plugins.”
3. “We want full API control and prefer to manage underwriting and compliance ourselves.”
4. “All of our merchants are micro or hobby sellers.”
5. “We’re optimizing strictly for instant signup and lowest friction, not governance.”

What the Product Is vs Is Not

✅ What WAS Platform IS

- A bank-backed acquiring platform, not just a processor
- Owner of the full payments lifecycle: onboarding → underwriting → processing → funding → risk → reporting → support
- Visa-aligned acquiring via Visa Platform Connect (VPC) with optional TSYS rails
- A single acquiring foundation supporting POS, gateways, ISV embeds, invoicing, and virtual payments
- Built for partners who sell consultatively and at scale

🚫 What WAS Platform IS NOT

- An instant-signup payments aggregator
- A DIY gateway with no operational ownership
- An app marketplace or open plugin ecosystem
- A micromerchant-focused solution
- A processor that competes for your merchants or brand

When to Pull in Product / Solutions

Engage Product or Solutions when:

- An ISV is discussing embedded payments architecture
- A partner wants white-label or branded solutions
- There are questions about VPC vs TSYS rail selection
- Portfolio-level risk, underwriting, or pricing governance is required
- Multi-entity or enterprise data visibility and reporting is critical
- The conversation shifts from “processing” to payments as infrastructure

Internal Sales Anchor (Use This Line)

“Sell WAS when the conversation shifts from how do I take payments to how do payments fit into my business, platform, or portfolio long-term.”