Talk Track

WAS Platform

WAS Sales Call Talk Track & Discovery Script

Purpose: This document equips sales reps with a repeatable, conversational talk track for introducing Woodforest Acceptance Solutions (WAS), running discovery, positioning value, handling objections, and setting next steps. This is not a script to be read verbatim, but a guided flow for confident selling.

1. Opening (First 60 seconds)

Goal: Set context, establish credibility, and position WAS as a platform—not a processor.

Suggested Openers:

- "Before we jump in, can I ask how are you currently running payments across onboarding, processing, reporting, and support?"
- "Are payments something you actively manage today or are they spread across different vendors?"
- "At a high level, do you feel like you own your merchant relationships, or are you renting them through a processor stack?"

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2. Problem Framing (Discovery-Led)

Goal: Let the prospect describe fragmentation before introducing WAS.

Key Questions:

- "What systems are involved today when a merchant issue pops up?"
- "Who owns underwriting and risk decisions today?"
- "How clear is funding, reconciliation, and reporting across channels?"
- "If you added locations, software, or channels tomorrow, what breaks first?"

3. Introducing WAS (Positioning)

Goal: Clearly articulate what WAS is, and what it is not.

Core Talk Track:

"Woodforest Acceptance Solutions is a direct to issuer acquiring platform. We own the entire payment lifecycle onboarding and underwriting, processing, settlement, risk, reporting, and support, and deliver it through multiple channels like POS, gateways, virtual payments, invoicing, and ISV integrations. That way, partners and merchants can scale without stitching together vendors."

Reinforce with:

- "We're not a plug-and-play aggregator like Square or Stripe."
- "We're not just a processor plus a gateway."
- "We're acquiring infrastructure you build on."

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4. Key Differentiators (Pick 2–3)

- **WAS Actively Sells With Partners**
    - We provide enablement, not just tools, decks, playbooks, training, and GTM support.
    - Most processors stop at onboarding. We help close.

- **WAS Owns the Hard Parts**
    - Underwriting, risk, compliance, funding, and settlement are centralized.
    - Partners scale without regulatory or operational exposure.

- **Flexible Delivery, Single Foundation**
    - POS, gateways, virtual, invoicing, ISV embedded all under one acquiring relationship.
    - You add channels without renegotiating or rearchitecting payments.

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5. Persona-Specific Anchors

- **For ISVs:**
  - "Payments stay a feature not something you operationally own."
  - "You monetize payments without becoming a payments company."
- **For ISOs / Agents:**
  - "Own your portfolio don't rent it from a processor."
  - "One acquiring foundation across merchants, devices, and channels."
- **For Merchants / Enterprise:**
  - "Payments stay consistent as your business grows."
  - "Funding, reporting, and support stop being surprises."

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6. Common Objections & Responses

"We already have a processor—we're not looking to change."	Totally fair—cost matters. What we often see is that pricing problems usually come from a fragmented setup. WAS reduces operational cost by consolidating the acquiring relationship, improving approval performance through Visa aligned routing, and simplifying reconciliation and support, which tends to have a better long-term financial impact than chasing basis points.
"Integration sounds complex—we don't want a long implementation."	That's exactly why WAS owns the acquiring layer. For ISVs and partners, we use a structured, gated integration process that handles underwriting, compliance, and readiness upfront so you're not troubleshooting issues postlaunch. Our goal is to shorten time to value while reducing production risk.
"We don't want to give up control of our merchant relationships."	That's a big reason partners choose WAS. We don't compete for or redirect merchant relationships. WAS operates behind the scenes as the acquiring platform - supporting your brand, your go to market motion, and your ownership of the relationship.
"We've had issues with inconsistent underwriting and risk decisions in the past."	That's one of the problems WAS was built to solve. We centralize underwriting, risk, and compliance under a single acquiring strategy, so decisions are consistent and predictable—especially important when you're managing a portfolio or onboarding merchants at scale.
"Support is a big concern for us."	Understood. With WAS, support isn't split across a processor, gateway, and POS provider. Because we own the acquiring relationship and platform operations, there's one accountable support path—making issue resolution faster and more consistent.
"What happens as we scale or add new payment channels?"	That's where WAS really shows value. The same acquiring foundation supports POS, gateways, virtual terminals, invoicing, ISV integrations, and future channels—so you expand without rebuilding your payments stack or renegotiating provider relationships every time.
"We don't want to be locked into a rigid platform."	WAS is intentionally built to avoid that. We separate the acquiring layer from the delivery layer—so whether payments are delivered through POS, embedded software, or gateways, the acquiring relationship stays stable while your frontend options remain flexible.

7. Close & Next Steps

Closing Question Examples:

- "Based on what we discussed, does this feel like something worth exploring further?"
- "Would it be helpful to look at how this would work specifically in your environment?"
- "Should we map WAS to one of your current use cases or partners?"