



Talk Track

Verifone Connect Express

Step-by-Step

1. Cold Openers

Universal (Payment-Only vs POS)

“Hi [Name], this is [Rep] with Woodforest Acceptance Solutions.
Quick question are you using a full POS system today, or do you really just need a simple way to take card payments?”

Retail (Overbuilt POS)

“Hi [Name], many small retailers I talk to are paying for POS systems they barely use just to take payments, does that sound familiar for you?”

Service Businesses

“Hi [Name], are you using a POS system to check customers out, even though you don’t really need inventory or reporting?”

Food Truck / Simple F&B

“Hi [Name], when it comes to taking payments, are you looking for speed and simplicity, or are you stuck dealing with POS systems that slow things down?”

Professional Offices

“Hi [Name], are you just looking for a secure way to take payments at the front desk, without adding a full POS system?”

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

Current Setup

- “What are you using today to accept payments terminal, POS system, or something else?”
- “Are you using a POS for more than just payments, or mostly just checkout?”
- “How many terminals or checkout points do you currently have?”

Pain & Friction

- “Do you feel like you’re paying for features you don’t really use?”
- “Does your current setup ever slow down checkout or add unnecessary steps?”
- “Have you run into complexity or training issues with your system?”

Simplicity / Fit

- “Do you need inventory, reporting, or business tools or just a reliable way to take payments?”
- “If you could simplify your checkout to just payments, would that help your team?”

Expansion / Flexibility

- “Do you ever need extra terminals for busy times, secondary lanes, or events?”
- “Would it help to deploy additional payment devices without setting up another full POS?”

3. Positioning (Use After Pain is Confirmed)

The reason this solution exists is because a lot of businesses are using full POS systems when all they really need is a fast, reliable way to take payments.

What makes Connect Express different is that it’s a payment-only solution it combines a Verifone terminal, on-device payment app, and WAS acquiring into one simple experience.

There’s no POS software, no integrations, and no extra complexity everything happens directly on the device, including sales, refunds, and settlement.

4. Optional Core Hook (VERY IMPORTANT)

“You’re not buying a POS system you’re getting a simple, standalone terminal designed just to take payments.”

OR

“This is the easiest way to accept cards without paying for software you don’t need.”

OR

“When the job is just getting paid, this is the right solution.”

5. Value Reinforcement (Quick Hits)

- Lower cost – no unnecessary POS software fees
 - Faster checkout – no extra steps or complexity
 - Quick deployment – simple, terminal-based setup
 - Reduced PCI scope – payments handled entirely on device
 - Flexible use cases – countertop, mobile, or secondary lanes
-

6. Call to Action / Close

Soft Close (Discovery / Fit Call)

“Based on what you shared, it sounds like your current setup might be more complex than what you actually need.

I’d recommend a quick walkthrough of how Connect Express simplifies payments what does your availability look like?”

Direct Close (Strong Fit)

“We can simplify your setup to a standalone payment terminal no POS, no extra software, just fast and secure card acceptance.

If you have a few minutes, I can show you exactly how it would work for your business.”

7. Voicemail Scripts (10–15 Seconds)

General

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

Cost / Simplicity

“Hi [Name], quick note, we’re helping businesses eliminate POS complexity and just focus on taking payments with simple terminals.
Happy to connect if that’s relevant.”

Secondary / Extra Lanes

“Hi [Name], we’re helping businesses add extra payment lanes without deploying full POS systems.
Let me know if that’s something you’re exploring.”

8. (Optional) 1-Line Rep Reminder

Win Condition:

“We don’t need a POS / this feels too complex / we just need to take cards”

Response:

“Perfect that’s exactly what Connect Express is built for.”