

### Telemarketing Script - 3

Hello, is (owner's name) in? Hi, (owner's name), I am (my name). How are you today? Great!

I am calling today to see if you are currently accepting credit cards for your business, and to let you know that 1st National Processing is a direct processor for all major credit cards, including Visa, Mastercard, American Express, Discover, and ATM/Debit/Check Cards, as well as check guarantee and collection.

Do you currently accept credit cards in your business?

**(If no )**

Well, (Owner's name), accepting credit cards in business today will surely ensure a 20-30% increase in business. In today's business climate customers want all the options when it comes to spending their money.

What would be a good time to come out and visit with you and show you how to increase your profit.... today or tomorrow?

What time is best, am or pm?

Specifically, 9:30 or 11 or 2 or 3:30? Our phone number is \_\_\_\_\_ and if anything comes up, please contact me as early as possible so that our consultants will be able to reschedule with you.

**Objection: I don't think I want to accept cards in my business!**

Why is that (owner's name)? (get into a conversation and ask questions, use hand out attached to point out use and increase in business, )

What time is best am or pm?

**Objection: What are your rates and fees?**

We have rates as low as \_\_\_\_\_% on credit cards and 0% on Debit/check cards. Our bankcard consultant can explain all the details when they arrive. What time would be best... etc....

**(If yes, they do take cards now)**

Well, (owners name) due to recent industry changes, most merchants and business owners are being overcharged on credit and check cards fees by as much as 40%. 1st National Processing, on the other hand, process directly with all the major credit cards, and do not work through any middle men, which as you know increases prices.

I would like to offer you a free rate and pricing analysis, just to see how much you are over-paying.

Most merchants we work with see a reduction of at least 20-40% over their current cost.

We won't even have to sell you any new equipment, the machine you are using now will more than likely be adequate for us to put \$1 00's of dollars back into your pocket each year, with no additional application fee, reprogram fee, or cost to you.

What time is best, am or pm?

Please fax me your most recent three monthly statements from your current credit card processing company, and I will get back with you tomorrow. My fax number is \_\_\_\_\_.

**Objection: Can you send me some info”**

Well, we can, but there are about 11 different fees and categories to explain to you, and that is nearly impossible over the phone, until we have a chance to see your business, how you do business, what type of product or service you are providing, etc.... Also, at 1st National Processing we disclose all our information to you, with nothing to hide or surprise you. No hidden fees, which is something to watch out for if you speak to any other Credit Card Processing Middle-men or Processing Sub-Agents.