

Telemarketing Script – 2

Hi, this is (your name) Who is this I am speaking with?

Are you the owner? (if not) Is the Owner Available? Great, what is the owner's name?

(Owner's name) I work with 1st National Processing here in (your town), and we are a direct processor with Visa and Mastercard.

1st National Processing offers 3 exclusive programs that increase sales and profits, which are so necessary in today's economy.

First, we are finding businesses in your area are paying extremely high rates and fees when accepting check and debit cards.

You do see a lot of check cards, don't you?

(Owner's name) Visa and Mastercard reports that up to 50% of the cards being presented are actually check cards now, so you're credit card terminal probably is not identifying the credit cards from the check cards. The fact is, you are supposed to be paying 0% on check cards not the 2% rate that Visa and Mastercard charges most business owners today..

(Owner's name) 1st National Processing helps your existing terminal and cashiers recognize which cards are credit cards and which are check cards, and then processes them "properly" so you don't pay the extremely high discount rates on those check cards, that nearly all merchant's are paying. In most cases we provide 30-40% overhead reduction.

(Owners' name) Another exclusive is our....Gift and Loyalty card program which provides your business a way to increase customer loyalty and generate new customers and foot traffic.

You receive a personalized plastic Gift and Loyalty Card with your Company name, Address or Phone number that adds credibility and name awareness to prospective and current customers alike.

NATIONAL RETAIL ASSOCIATIONS AND MERCHANT'S JUST LIKE YOU ARE TELLING US THIS IS THE HOTTEST PRODUCT YOU CAN OFFER TO GAIN REPEAT BUSINESS, TODAY!

(Owner's name) Another exclusive is our....

Check guarantee program which will beat your existing check fees by 10%.

Another exclusive is our...Website processing program. Promotional websites are the "Yellow Pages" of the "current" future. Over 30% of customers now go to the internet to shop and research products they want, and then physically visit the retail location to make their purchase.

Right or wrong, most customers won't take your business as seriously as your competitor's if you don't have an internet presence.

(Owner's name) this program also allows you to "sell" your products and services to the entire world, safely and securely.

(Owners' name) you don't think these programs are free do you? Well, they just might be! You are probably already paying your current credit card processor more than you should, but you are just not getting them!

What time day would be best for us to come out and show you how our "Exclusive Business Growth Programs" will add dollars to your bottom line..., tomorrow or the next day?

What time of day is best, morning or afternoon?

OK (owner's name), I have written down _____(day) at _____(time). Grab a pen and your calendar!

Please write my number down and if anything changes please let me know, as I will be sure to do the same.

Oh yes, just one more thing. Your time is precious and very valuable isn't it? So that we make this the most effective use of your time possible, be sure to have your current credit merchant statements available. In fact, why don't you just fax them to me, and I will come with 1st National Processing's No Risk Merchant Statement Analysis in hand. That way we will not waste a minute of your valuable time with more meetings! My fax is _____ and my phone is _____. What is your fax number so I can send you a confirmation of our appointment?

Thanks and have a fantastic day (owners' name)

- Fax the APPOINTMENT REMINDER sheet to merchant's office.