UA Merchant Service Script

Script: Hi can I please speak to the owner or whoever handles your merchant service account? Hi my name is _____, I represent Utility Advocate (we are an overhead cost reduction company) and I'd like to offer you a no obligation, FREE cost saving analysis on your merchant service processing fees. 99% of the time we are able to show our clients a savings.

For the objection we just renewed, switched, or I have a big cancellation penalty:
Reply: What's great about the company we use is that they will buy you out of any cancellation fees or penalties you may have if you decide to take advantage of the savings and want to switch.

For the objection I don't want to buy anymore equipment or I just paid my equipment off:
Reply: What's great about the company we use is that they will provide you with FREE equipment with no out of pocket setup costs

Close: All I need a copy of all the pages on your last bill for someone to get back to you.

For the objection can you come back so I can make a copy or it's in my home/other office:
Reply: That's ok you can fax it or email it to me at _____.

Wrap up: (Once you have a copy of the bills**)** Great thanks, I just have a few quick questions, and then go over the submission form with him. When complete, tell him someone from our preferred vendor Premier Payments will be reaching out to you in the next 24-48 hours with our analysis, so be sure to take any calls from the 516 area code from Jordan or Brain at Premier Payments. Thanks, again and we look forward to saving you money on your merchant service charges.

Some of the other items you can use in your "pitch":

- *FREE, no commitment cost savings analysis where we show savings 99% of the time*

- *No out-of-pocket start-up costs for equipment, setup fees, etc.*

- *Personalized customer support*

- *Our analysis includes a FREE consultation: including training and how to save you money through more efficient swiping strategies*