We Can Cut Your Heartland Processing Fees by 50% to 75% Guaranteed! “Script”

Hello\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, my name is Cassandra Lees with Wholesale Merchant Services and I’m calling in reference to your Merchant Account with Heartland Payments,

 Based on your Heartland Fee structure, upgrading your account to a Wholesale Fee Structure would cut your fees by 50% Guaranteed.

[MQ - How can you do that?

[SPA - \_\_\_\_\_\_\_\_\_, you’re on a COST+ Fee model now, so we just cut the **+** part that you’re paying in half, which allows us to lower your fees by 50%. - Ask a question…

\_\_\_\_\_\_\_\_\_\_\_\_\_, any many cases we can even save you more than 50% by lowering the risk of your transactions, either with the way you accept credit cards or Equipment you are using.

\_\_\_\_\_\_\_\_\_\_\_\_\_, I need to get a better understanding of how you are accepting credit cards;

* Are you processing with a Terminal and Pin Pad or Just a Terminal?
* Do you Accept Pin Based Debit Cards (Sell Pin Pad Additional Savings Benefits)?
* Are they Verifone or Ingenico Terminal(s)?
* Do you know if your Terminal(s) meet the 2015 PCI, EMV and SH-2 Compliance standards?
* Do you Own, Rent or Lease your Equipment?
* Is your customer and card present on all transactions?
* Do you or your staff always check ID and get a signature on transactions over $25?
* Do you or your staff take the credit card from your customer to run a transaction?

\_\_\_\_\_\_\_\_\_\_\_\_\_, by using Compliant Equipment that’s prompted for Pin Debit in a more compliant way, we will save you an additional 15% to 20%, savings you approximately 70% overall.

* I have the Name of your Business as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
* Is the business Registered as a Corporation, Sole-Prop or LLC?
* And the Physical Address is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_, you’re the registered owner?
* What is your Cell phone #?

OPTIONS –

1. Assume the sell and close the Merchant. Just keep asking questions and complete MPA and get electronic signatures. – Get Text Copy of Driver License & Voided Check – Email Sub to info@radiantms.com
2. Set an Appointment for a Savings Analysis review with your Account Manager Jeremy Fox. Set an appointment first, then email appointment temple and confirm receipt of email while still on the phone. Ask them to reply to the email to confirm the appointment. Then let them know we need 2 months merchant statements 24hrs before the appointment. Also make 24 appointment verification call, whenever possible.