

PAYLO

DUAL PRICING



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Rate Specialist

APPOINTMENT SETTING SKILLS REBUTTALS TO THE MOST COMMON STALLS



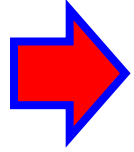
BBB Rating & Accreditation



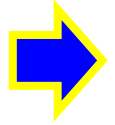
Accredited Since: 1/21/2008
Years in Business: 17

35,000 MERCHANTS USE OUR PROGRAM!
REDUCE OR ELIMINATE ALL CREDIT CARD FEES





LEAVING A PHONE NUMBER

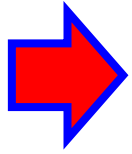


THIS IS THE BEST WAY TO RESPOND WHEN ASK TO LEAVE A PHONE NUMBER

“ We can do one better – What is your email and will sent you our information!”

WHO SHOULD I MAKE IT ATTENTION TO?

This creates an opportunity lead for your call back file!



“CALL ME BACK LATER”



Response 1 –

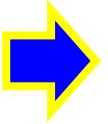
“Totally understand — quick question before I let you go...

When you say call back later, is that because you're busy, or because you are just tired getting these kind of calls?

(They will usually clarify.)

If busy: *I UNDERSTAND....*

“Got it. What time works best today to call you back so I don't keep on chasing you.”



Response 2 –

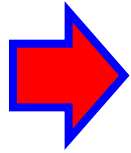
Prospect: “Call me back later.”

Rep:

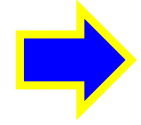
“Absolutely, I can do that. Just so I'm prepared —would you open to lowering or elimination your credit card rate?”

(Pause —if yes...

“Perfect. Would later today or tomorrow morning be better?”



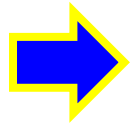
“I’M BUSY RIGHT NOW”



“Fair enough. Before I hang up — if I could show you how MAKE MONEY ACCEPTING CREDIT CARD BY **eliminating** your processing fees..
would you give me 5-minute of your time to know about that? GREAT!

“Perfect. Would later today or tomorrow morning be better to call you back?”

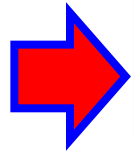
or this happens



Merchant Response- *“how can you do that?”*

Rep. Response- *I don’t have the answer to that but I know who does”*

Would later today or tomorrow morning be better to have my banker call you to answer your questions?



JUST EMAIL SOME INFORMATION

In sales, this is commonly called the “send me information” stall

What They’re Really Telling You



1. “I’m not convinced yet.”

You haven’t created enough value or urgency to justify more time.



2. “I want to end this conversation.”

It’s a polite brush-off.

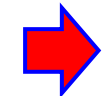


3. “I don’t see how this applies to me.”

The relevance isn’t clear.

4. “I need to review without pressure.”

Sometimes it’s genuine — but often it’s a delay.

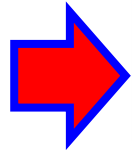


The Worst Response

“Sure, what’s your email?”

This guarantees:

- Low open rate
- No urgency
- No next step
- No control of the sale



JUST EMAIL SOME INFORMATION



The Best Response

“Happy to send something over. Just so I send you what’s relevant — what specifically would you like to see?”



*Merchant Response; **Your offer or your rate** (this is a key response)*



So are you saying if you found a *lower rate* with *no contract* or *upfront cost* ...You might be interested in having a conversation about it?



Send the email – set call back time and date to review email

“Ok I’ll send that over. Let’s schedule 10 minutes to review it together — does Tuesday or Wednesday work better?”

Tie Email to a Commitment

emails supports the conversation — it doesn’t replace it.