

Closing Dual Pricing Merchants

#1 - Stay Assumptive. Being put on defense is easy over the phone. Get in the right mindset.

Here is the right mindset before each closing conversation: This merchant is interested; that is why you are speaking with him / her. If the merchant is a good fit for this program, the desire to move forward will be obvious. Your job is to see if the merchant qualifies and then help complete the process of getting started. Your job is NOT to convince the merchant. The best closers are those who know how to keep the leverage and stay on the offense.

#2 - A little small talk is a good thing. Start by framing the conversation. Use assumptive statements like, "Hopefully, we can confirm today that you are qualified for this program and eliminate these processing fees you're paying. Before we dive into that, though, I would love to learn a bit more about you and your business. How long have you been in business at XYZ location?"

Don't force it. Some business owners like small talk, but some want to stick to business.

#3 - Peak their curiosity. Get them to ask you about the program (maintain leverage.) Here is an example of calling an auto repair shop and accomplishing this.

"I know I just sent that email yesterday with our program info. So, you probably didn't have much time to look it over. I'm sure you have some questions for me."

Once they ask a question about the program such as, "No, I didn't look at it; how does it work?" or "What is it?" move to the next step.

Tip: *Be a little more excited and positive on the phone than you are in person. Go a little "over the top" with emotion on the phone. Your excitement about the program will be contagious.*

#4 - Establish yourself as an expert. At this point, say some things which may sound a bit confusing. Talk a little faster and don't expect them to understand all of it. You just want to establish that you are an expert. Then summarize in a way they will understand and gain a positive response. (Example response: "Yeah, I didn't see the email. So, what is this program exactly?")

Say something like this:

"Great question! First of all, I am sure you're aware that the cost of payment processing has been going up steadily for the last ten years. In fact, the interchange fees charged by the big banks went up over 10% just last year. As a result, the Dodd Frank Financial Reform Act which passed a few years ago, included a section called the Durbin Amendment. That Amendment gave business owners the ability to incentivize their customers to pay with cash. There are a lot of compliance rules and regulations around these programs. But we work specifically with auto-repair shops to implement them.

Basically, being free to pass the cost of processing back to the consumer who is choosing to use the card without any impact on your revenue would be a big win for you, right?" (Response: "Sure it would!")

Tip: *Don't fall into the trap of talking fast to get through the section above. It is a temptation. Don't fall into this trap. If you talk fast, you sound nervous. Then merchants will feel overwhelmed. Slow down! Deliver this section with confidence as if you are the teacher and the merchant is the student.*

#5 - Normalize their response. Make them feel like their situation is the same as a hundred others with whom you've worked, and you know exactly how to set them up.

"Okay. So, before we move forward, there are still a couple of boxes we need to check. First of all, how are you currently processing payments? Do you have a stand-alone terminal or some type of point of sales or software solution?"

[Response: We use a (terminal type.)] "Okay. Sure, we have several clients who were using that solution. The process of getting the new program in place was very smooth. We do normally require a service and technology fee of (monthly amount.) However, because you have this solution, we can swap you for a new (terminal type) and waive the technology portion of the fee. You would only pay one flat fee of (discounted monthly amount), regardless of how much you process, which is how we make money.

There are no other percentage or per-item fees with our program because these are passed to the consumer. Okay. So, I just have a couple more quick questions for you. Then we should be all set."

Tip: Using a the line, "We need to check a few boxes," gives the impression that you've been through this process so many times that you have a checklist for it. Give them confidence that you and your company can be trusted to handle this transition.

#6 - Ask ownership questions to establish interest. The merchant's response to these questions, tone of voice, etc. will tell you whether it's time to move forward to paperwork or if you need to probe further to uncover issues.

Here is one example. There are many ways you can go with this.

"I am sure that with your volume of business, this program will save you thousands of dollars over the course of our relationship, since

you'll no longer be paying the percentage and per-item fees for credit card processing. Because of this, most of our new clients ask us to rush installation.

We usually promise a time frame of ten days after the paperwork is completed to get everything set up and tested for you. Does that time frame work for you? Or should I try to rush delivery of the new terminal?"

#7 - 3 Step Closing Process. In the training videos, we have a series of videos covering this concept in "How to Sell Small Business Owners." Here is the short version in text form.

***Tip:** When selling small business owners, always attempt to close 3 times. By following the process below, you can do this without seeming too pushy. Keep in mind that very few small business owners will say "yes" to your first closing attempt on a given call. Persistence usually wins them over as they realize how badly you want their business. Don't be afraid to let your passion show. If you really want their business, tell them so!*

Step #1 - Ask Permission - Start with a permission close. "With your permission, I would like to make some notes on the paperwork to ensure I get everything right..." Usually this will result in a "let me think about it" type objection.

***Tip:** Small business owners are accustomed to being in control. They have employees. So, at this point in the process you've already established that you are an expert. But now you want to assure them you recognition that this is their decision and that they are in control. This will make them feel more comfortable. Thus, the permission close is very effective with small business owners.*

Step #2 - Make it personal with confidence. Use a buffer statement like, "I would never want you to make a decision with which you are uncomfortable."

Next, make it personal. Tell the merchant how much his business means to you personally and how hard you will work. Then ask for a chance: "If I am willing to put my reputation on the line and get everything done for you to make this a smooth transition, are you at least willing to give me a chance?"

Tip: Tell them how hard you will work for them and how much their business means to you. Just like their customer relationships are important to them, they'll relate to that approach. Then ask them to give you a chance. For them to say "no" to this sort of approach is very difficult!

Step #3 - Eliminate risk and try one more time. It is crucial to use buffer statements before trying for a third time. Often, the second attempt at making it personal will uncover the true objection. It always involves a risk that the merchant is not willing to take. If you can eliminate this risk for the merchant, you can still attempt to close.

Here is an example: "I see where you are coming from, Susan, and that makes total sense. I know your business partner will need to be involved in this process before you make a long-term decision.

Let me throw one other idea at you, and then I will let you go. I was just thinking that, of course, you and your business partner always want to make the best decision with the best information. I think this program is the right fit, but you won't really know that until you get a chance to try it.

What if I was willing to do a 30-day trial for you? We won't cancel your current account, but you just try our terminal for 30 days. Then at the end of the 30 days you'll see your first statement. That will show we didn't charge you any fees and give you a chance to see the implementation of this program first hand. At that time, I could set up a call with you and your business partner to review the results before

you make a long-term decision. Is that something that might work a little better for you?"

Tip: Notice the closing line I use here. You need this type of line to end an objection and get the positive momentum back. Don't end with, "Based on this, are you ready to move forward?" That line is too strong. "Is that something that might work a little better?" is easier to say "Yes" to. Try variations:

- "Would you be willing to consider this?" or
- "I am guessing this might make you a little more comfortable, right?"

These lines work great after any rebuttal!

#8 - Do the paperwork WITH the merchant. Never, never, never send the paperwork to the merchant without having a time commitment. Ensure the merchant will stay on the phone and go over it with you.

(The response doesn't matter. Either one is fine.) "Okay great! Well, with your permission, I would like to take a few notes on the paperwork and review everything with you to make sure I got it right. Are you near a computer where you could take a look at a document real quick?"

Tip: Complete as much paperwork as possible in advance. The document you send should be ready to finish as quickly as possible, only needing basic info and signatures. Make sure you know your paperwork process inside and out! Send your agreement to a co-worker or friend. Go through the entire process a couple times with him / her before doing it live with a merchant. Just let the processor know that a test account is coming through which doesn't need to be activated.