

MAC'S CLOSING SCRIPT

PCBancard | Return Closing Appointment

STEP 1 — RECAP DISCOVERY & CLEAR OBJECTIONS

"Last time we met, we talked about everything. You had two problems — your terminal was breaking down, and you wanted me to look at your rates. And just to confirm, you don't want to do the dual pricing — you know you can get rid of your entire bill with that, right? We already talked about that?"

[Merchant confirms] "Okay, no problem. Before I go through the numbers — do you have any questions from the last time we met?"

STEP 2 — GO THROUGH THE NUMBERS (use their exact statement)

"[Business name], for the month you provided, you did \$_____ just in credit cards. By the way, that's extremely good volume for your industry."

"Your current plan has you at _____% — costing you \$_____. For your industry, you SHOULD be at _____% — that would cost you \$_____."

"On transactions — they're charging you _____ cents, costing you \$_____. You SHOULD be at _____ cents — that would have cost you \$_____."

"Debit volume — you're at _____%, costing you \$_____. You SHOULD be at _____% for your industry — that's \$_____."

"Interchange is the rest of your bill — nothing we or anyone can do about it. It's the cost of goods from Visa. \$_____ here, \$_____ on our side."

"Your total bill was \$_____. For your industry, you should be at \$_____."

"You are currently being OVERCHARGED \$_____ per month — \$_____ per year."

STEP 3 — ASK FOR THE ORDER, THEN SAY NOTHING

"To fix this, all I need is a voided check, driver's license, and business license. While you're grabbing those, I'll prep the paperwork — just 3 signatures and I'll go to work for you."

***** STOP TALKING. Start filling out the app. First one to talk loses. *****

IF THEY SAY "I'M NOT MAKING ANY CHANGES TODAY":

"Oh, totally understandable — I'm the same way. So if you have no questions, let's go through the numbers. These numbers are right off your statement — every number is exactly off your statement."

This is a GREEN LIGHT. 80% of people who say this end up signing.

KEY WORDS TO USE EVERY TIME:

SHOULD — "For your industry, you should be at..." | **OVERCHARGED** — never say "savings" | Use their **name** + **business name** throughout | "Numbers are straight off **your statement**"