Objections You'll Encounter And a Rebuttal For Each

I WISH YOU PEOPLE WOULD STOP VISITING/CALLING ME

I understand your frustration Mr. Merchant. There is a lot of competition in this business. But let me ask you this:

a. Are you completely happy with your processor and the rates they charge you?
b. Do you currently accept credit or debit card payments? Have you considered it?

REMEMBER: It is better to let it go for now and get back to them later when they are in a better mood to discuss this. If you try to force them into agreement you only piss them off and they say yes just to get you off the phone.

WE ARE PART OF A CORPORATION

I understand. Do you have the ability to make independent decisions for your business though?

I HAVE A PARTNER WHO HANDLES ALL OF THIS

That's fine. Can I speak with that person?
ALWAYS ... make sure both partners will be present.

MY WIFE / SON / RELATIVE HANDLES ALL OF THIS

May I speak with them please?
REMEMBER: This person probably also has power to sign an agreement.

I HAVE A FINANCE OFFICER WHO HANDLES THIS

Does this person have your permission to sign agreements for the business if they like our offer ?
REMEMBER: Owner must be present at time of appointment.

I'D PREFER THAT YOU FAX OR MAIL ME THE INFORMATION / RATES / COST ETC.

I understand. You're real busy and getting an offer up-front would save you time. However, we do need to meet with you briefly to determine whether or not there are other ways we can assist you in saving money. We only need about 10 minutes of your time. What's the best time of day tomorrow?

JUST BRING THE INFORMATION BY AND LEAVE IT WITH MY MANAGER

I understand how busy you must be. But we're only asking for 10 minutes of your time. Isn't it worth that to save 10 to 40% on your processing costs? Give me a best time of day and we'll work around your schedule.

I WON'T SHOW MY STATEMENT

OK, I understand your hesitation. There's a lot of information on the statement you don't want to share with people. Believe me, there is nothing on your statement that could be used against you in any way. It is critical that we be able to do an analysis on your statement in order to show you a side by side savings.
This only takes a few minutes. As to how much it saves you depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

I'M HAPPY WITH MY CURRENT PROVIDER

a. I certainly understand. However, people don't realize how important it is to have your statement analyzed every few months in order to ensure that you are not being hit with hidden fees that drive your cost up. As to how much we can save you depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

b. We're not asking you to make any changes right now. We only want an opportunity to show you what we can do in case you start having problems with your processor in a few months. This way, you'll have all of own information at hand and we're just a phone call away. As to how much we can save you depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

NO THANKS ... I JUST CHANGED PROCESSORS

Has it been more than 3 months since you made the change? If so, we would like to offer you a free analysis of your processing charges to ensure that you are being charged the proper amount for your specific type of business. As to how much we can save you depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

I HAVE A CONTRACT THAT I CAN'T CANCEL

That's fine. 99% of everyone we have ever met with have a contract of some sort. Don't let that contract stop you from saving money. Give us a few minutes to show you what we can do for you and you can then make an intelligent decision whether or not it is worth the risk of making any changes.

IF I CANCEL MY CONTRACT, I HAVE TO PAY A HIGH FEE

Don't let that stop you from taking a look at what we can do for you. We have many different ways of dealing with the contract of other processors. Believe me, we can help you and I only need about 10 to 15 minutes to show you how.

LAST TIME I TRIED TO CHANGE I HAD A REALLY BAD EXPERIENCE – NEVER AGAIN

a. **Was it a financial issue?** We do offer some of the best rate plans in the country and they are specifically designed for your type of business and transaction needs.

b. **Was it because of a setup issue?** There are a lot of people in this industry who simply do not know what they are doing. Let me assure you that our sales consultants are provided the highest degree of training so they are capable of handling literally any type of setup issue. I can assure you ... you would not have any regrets with us.

MY PROCESSOR GIVES ME THE TERMINAL FOR FREE – DO YOU?

Would it tic you off a little to learn that you are paying for the machine and just don't know it? Believe me, nothing is for free. They are getting paid for that terminal by charging you in other ways that you likely are not even aware of.

NO ONE CAN BEAT MY CURRENT RATE

Mr. Merchant, we just love to hear that type of challenge. We want to earn your business so badly that we will take every step possible to show you a savings. Whether or not it's enough to make you change is entirely up to you.

I ALREADY HAVE THE BEST RATE

It might surprise you to hear how many people feel exactly the same as you do right now. It would also surprise you to know how many of those people have given us their business once we have had an opportunity to show them in writing what we can do for the and how much we can save for them.

EVERY PROCESSOR CHARGES THE SAME ... IN THE LONG RUN

I understand your concern. Many people feel the same way you do. But believe me, there really are processors who offer a true savings and are able to abide by it. Salespeople love to promise you the stars & the moon and never seem to deliver on it. You get your first statement and discover you are paying the same, if not more, than you did previously. Everything we do to save you money is outline in writing ... detail by detail.

THERE IS NO SUCH THING AS SAVING MONEY ON PROCESSING COSTS

I understand your concern. Many people feel the same way you do. But believe me, there really are processors who offer a true savings and are able to abide by it. Salespeople love to promise you the stars & the moon and never seem to deliver on it. You get your first statement and discover you are paying the same, if not more, than you did previously. Everything we do to save you money is outline in writing ... detail by detail.

WHAT ARE YOUR RATES

Without knowing what types of transactions you run, how often you run them and what your specific processing needs are, there is no way anyone can quote you over the phone. Rates are different for each type of business. What I can tell you is that we offer rate plans that a far better than most processors can offer you. I need about 10 minutes of your time to show you what I mean ...

I PREFER TO DEAL WITH SOMEONE LOCAL

I understand that. You're not alone in feeling that way. While I cannot say that we are across the street from you or around the block, I can assure you that we are local to your area and are available any time you require assistance. We are not a fly-by-night processor just passing through town. We are in your town all the time.

MY BANK DOES MY PROCESSING – MY ACCOUNTS / LOAN / CREDIT CARDS ARE WITH THEM

I understand completely. And you're concerned that if you don't use their processing services it will impact your standing with them ... right? Rest assured Mr. Merchant, your bank only wants 1 thing from you ... they want to know your money is resting in their bank. Changing processors does not mean you have to change banks. And it does not affect your relationship with them ... they just want your money. QMS wants to SAVE you money.

I'M TOO BUSY TO DEAL WITH THIS RIGHT NOW I understand. Is there a better time for me to get back to you on this? **(Make a note of it and call back). REMEMBER**: It is better to let it go for now and get back to them later when they are in a better mood to discuss this. If you try to force them into agreement you only piss them off and they say yes just to get you to go away.

ARE THERE ANY MONTHLY FEE'S I WOULD HAVE TO PAY

I would be lying to say no. But what I can assure you of is that we have far fewer fees than most processors. Add that to the savings we will provide you on rates and swipe fees and you are looking at a nice healthy savings every month.

ALL I PAY NOW IS A RATE OF _____ % AND A ____ CENT SWIPE FEE ... NO OTHER CHARGES Well, that sounds like a real nice deal. However, if you could get a much better deal, would you be willing to take a closer look at it? It only takes about 10 minutes.

DO YOU CHARGE ANY SIGN UP FEE'S

No matter what processor you choose there are always some costs associated with set up. There are some circumstances when set up fees can be waived but it is extremely rare. As to how much it would cost, if anything, depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

HOW MUCH DOES IT COST TO SIGN UP WITH YOU

As to how much it would cost, if anything, depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so let's take a look and see what we can do?

DO I HAVE TO BUY / LEASE A NEW TERMINAL IF I USE YOUR COMPANY

Not necessarily. Often the machine you have now, if you own it, may be perfectly capable of still being used. However, there are certain security issues mandated by the federal government that must be implemented when you get hooked up to our network. Many of the older model terminals do not have sufficient memory or features that allow this. Also, there are many new types of terminals being introduced today that provide you with features that make your life a lot easier and it may be worth taking a look at what we can offer.

CAN I USE MY OWN MACHINE IF I SIGN UP WITH YOU

Certainly. But there are many new types of terminals being introduced today that provide you with features that make your life a lot easier and it may be worth taking a look at what we can offer. As to how much it would cost, if anything, depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

I GET ALL MY TERMINAL SUPPLIES FOR FREE ... DO YOU OFFER FREE SUPPLIES

Nothing in this industry is free Mr. Merchant. If your processor is telling you that your supplies are free you can guarantee that they are charging you in some other way so that they are still getting paid for the supplies. As to how much it would cost, if anything, depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

MY PROCESSOR TELLS ME THEY ARE THE ONLY ONES WHO CAN PROGRAM MY MACHINE

This is true in some cases. Who is your processor? We do have solutions available to be able to assist you.

MY PROCESSOR AND I HAVE BEEN FRIENDS FOR YEARS – I'M LOYAL TO MY FRIENDS

Believe me, I do appreciate your loyalty. It shows that you have a lot of integrity. But let's just say that your friend has you paying a much higher rate than you should be paying. Does that show the same degree of loyalty towards you and your business as you are showing him?

WOULD I HAVE TO SIGN A CONTRACT / I DON'T LIKE CONTRACTS

Believe me Mr. Merchant, I know exactly what you're talking about. I hate them too. But the contract is designed for YOUR protection as well as ours. Besides, didn't you have to sign a contract when you bought your car? When you bought your home? When you leased the building in which you do business from?

THIS IS MY BUSIEST TIME OF THE YEAR / NOT A GOOD TIME TO CHANGE

Mr. Merchant I understand what you are telling me. If there is one thing I have learned in this business it's that there is never a good time to make changes to a business. But consider this, if this is your busiest time of year then it would be the best time to start saving money. The savings would be greater during the busy times than during the slow times, right? I'm not asking you to make any changes now. Just give us 10 minutes to show you how much you COULD be saving during this busy time.

CALL ME BACK AFTER THE HOLIDAY SEASON

Mr. Merchant I understand what you are telling me. If there is one thing I have learned in this business it's that there is never a good time to make changes to a business. But consider this, if this is your busiest time of year then it would be the best time to start saving money. The savings would be greater during the busy times than during the slow times, right? I'm not asking you to make any changes now. Just give us 10 minutes to show you how much you COULD be saving during this busy time. What's a good time for you tomorrow?

I WILL BE GOING OUT OF TOWN FOR A WHILE

Any idea when you'll be back to work? Is it okay for me to contact you again at that time to discuss this further?

MY BUSINESS IS CLOSED ON THE DAY YOU WANT TO MEET WITH ME

Okay, no problem. What day will you be open again? Can we schedule an appointment for that day? What's the best time for you?

I'M GETTING READY TO SELL THE BUSINESS / RETIRE

No problem Mr. Merchant. When do you expect this to be finalized? **(Make a note. Call back at that time).**

I ACCEPT VOYAGER & WRIGHT EXPRESS CARDS – CAN YOU PROCESS THESE TYPES

Sure ... We can process all forms of electronic payment.

I BELONG TO A PROCESSING ASSOCIATION – THEY OFFER THE BEST RATES

Okay, I understand that. But, while you are getting the best rates in your industry, we can still offer you better costs overall. Believe me, your particular rates could be 10% higher or more than businesses of a different nature. The rate depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

I USE QUICK BOOKS TO DO MY PROCESSING

We have a plugin for Quickbooks that will be SEAMLESS and work exactly the way you're using it now, except with lower rates!

I USE PAY PAL AND PROCESS ON THE INTERNET

Great ... how do you like that system? Many people believe that PayPal offers the best rates possible. Let me assure you that this is not true. We have won the business of many merchants who had been using PayPal. As to how much we can save YOU depends on your volume and business but I won't be able to determine that till we look at the past few months of processing, so lets take a look and see what we can do?

I HAVE A POS SYSTEM INSTALLED TO DO MY PROCESSING

That must have been very expensive to get set up with. Are you happy with that type of system?

If they say yes ... Great, we offer our processing services in most POS systems, our agent can communicate with your POS service provider after your visit to confirm compatibility.

If they say no ... What issues are you having with it? Would you be interested in looking at something different?

Is it a service issue? Meet with our agent to see the differences we can offer either way.