



# 5Linx

PAYMENT SOLUTIONS

## COLD CALLING SCRIPT

**5Linx Rep:** Hello Mr/Miss Merchant, how are you today?  
It's a wonderful day isn't it?

**Merchant:** Yes it is.

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**5Linx Rep:** Do you have just 2 minutes for me today? I promise you that I am not here to sell you anything, I am simply going to discuss a service you most likely already use. Would that be alright with you?

**Merchant:** Sure

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**5Linx Rep:** Thank you! Now, you accept credit cards as a form of payment at your business today, is that correct?

**Merchant:** Yes

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**5Linx Rep:** Great, how is that going for you?  
*(Listen to merchant's response and make mental notes)*

**Merchant:** Answer – Example: "I don't like it" **OR** "It's going great"

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**5Linx Rep:** Well that is great! **OR** I am so sorry to hear that!  
I have one more question for you, if I may. If you had a wish list of 2 to 3 of the top things that you wish your current processor did for you, what would those things be?

**Merchant:** Answer – Example: "I wish I had lower cost" **OR** "I wish I had better service"

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**5Linx Rep:** I completely understand and those things are very important, aren't they? I have a team of pros at TouchSuite that can do all of that for you and more! Would you have 5-10 minutes in the next 24-48 hours so that my team of experts can contact you, explain the whole process, and answer any questions that you may have?

**Merchant:** Sure

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**5Linx Rep:** Great! Now how do you spell your business name?

*That's it, presentation over. Now get their information so that you can submit the lead to us, and try and get a current monthly processing statement for us to analyze if you can.*

**Submit Leads to: [Payment.5Linx.com](https://Payment.5Linx.com)**