

The Electronic Payment Conversation AE Script Guide



Word-for-word language for
every objection you will hear



BUILD TRUST

Start better
conversations.



HANDLE OBJECTIONS

Use proven,
word-for-word
responses.



DRIVE RESULTS

Position electronic
payments as the
clear solution.



STRENGTHEN RELATIONSHIPS

Provide value that
clients appreciate.



HOW TO USE THIS DOCUMENT

This guide gives you word-for-word scripts to handle every objection you'll hear when presenting electronic payment solutions. Use it to drive better conversations, build trust, and close more business.

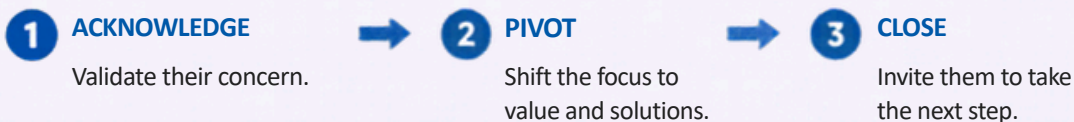


1 WHEN TO USE THE SCRIPTS

Use these scripts before every call with a check-paying account not after. The best time to handle objections is during the conversation, not when it's too late.



2 THE THREE-LAYER FORMULA



3 ONE RULE

Never end with information always end with an invitation to act. Your goal is commitment, not more details.



4 WHAT TO DO AFTER THE CALL

Send the matching one-sheet within the hour. This reinforces the conversation, builds credibility, and keeps you top of mind.



PREPARE. PRACTICE. PERSONALIZE.

Use these scripts, make them your own, and watch your results grow.





OBJECTION SCRIPT

"My advertisers prefer checks"



NOT TO SAY

Not to say:

"Well, most people are switching"
(too vague, sounds dismissive)



ACKNOWLEDGE

Acknowledge:

"That makes sense, checks have been the way we've always done it together."



PIVOT

Pivot:

"What we're seeing across the industry is that only 8% of businesses still use checks most often. Most of your advertisers are already paying other vendors electronically. We're just making it available here now."



CLOSE

Close:

"Can I send you a link right now so you can see how simple the experience is? It takes less than two minutes."



ONE-SHEET
TO SEND

One-sheet:

["Discover the Security & Ease of Electronic Payments"](#)



PRO TIP: Focus on what's in it for them convenience, security, and what their advertisers already prefer.



OBJECTION SCRIPT

“Electronic payments are risky / less secure”



NOT TO SAY

Not to say:

“It’s actually completely safe”
(sounds defensive, not credible)



ACKNOWLEDGE

Acknowledge:

“Security is the right thing to be thinking about you should absolutely ask that question.”



PIVOT

Pivot:

“Our platform is PCI-compliant and built on a Level 1 PCI Service Provider infrastructure, the same standard banks use. Electronic payments come with fraud protection and dispute resolution that paper checks simply don’t have. A check can be lost, stolen, or altered. An electronic payment cannot.”



CLOSE

Close:

“I can send you our security overview one page, covers everything. Would that help?”



ONE-SHEET
TO SEND

One-sheet:

[“Discover the Security & Ease of Electronic Payments”](#)

FACADE OF
MIND
Experience
play
experience
play



PRO TIP: Focus on what’s in it for them security, protection, and peace of mind.





OBJECTION SCRIPT

“It’s too complicated”



NOT TO SAY

Not to say:

“It’s really easy, I promise”
(sounds like a sales pitch, not a fact)



ACKNOWLEDGE

Acknowledge:

“I hear that anytime something changes there’s a learning curve.”



PIVOT

Pivot:

“There is genuinely nothing to learn here. They get an email from us, click ‘Pay Now,’ enter their payment details, and they’re done. No account. No password. No portal to navigate. If they’ve ever bought anything online, they already know how to do this.”



CLOSE

Close:

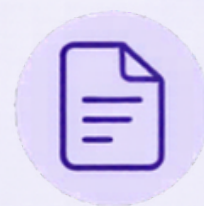
“Let me send you the link right now so you can see exactly what they’ll see.”



ONE-SHEET
TO SEND

One-sheet:

[FAQ: PayNow Electronic Payments](#)



PRO TIP: Reassure them that simpler is better for you, them, and their advertisers.





OBJECTION SCRIPT

“The fees are too high”



NOT TO SAY

Not to say:

“Our rates are very competitive”

(generic and unconvincing)



ACKNOWLEDGE

Acknowledge:

“Fees are a fair concern nobody wants to pay more than they have to.”



PIVOT

Pivot:

“We use flat-rate pricing – no hidden fees, no percentage tiers. ACH bank transfer has a very low processing fee and no surcharge at all. If they use a credit card and we have surcharging activated, the fee is passed to them but they can always choose ACH and pay nothing extra. Most advertisers switch to ACH once they understand it.”



CLOSE

Close:

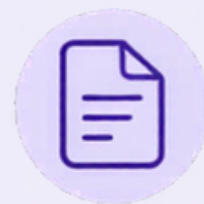
“Want me to walk you through the ACH option specifically? It’s usually the one that makes the fee concern go away.”



ONE-SHEET
TO SEND

One-sheet:

[Pay the Easy Way:](#)
[ACH Electronic Payments](#)





OBJECTION SCRIPT

“We’ll lose control of the process”



NOT TO SAY

Not to say:

“You won’t lose control at all”

(sounds dismissive)



ACKNOWLEDGE

Acknowledge:

“Control over billing is important; I completely understand that.”



PIVOT

Pivot:

“You actually get more control, not less. The Advertising Portal shows you every invoice, every payment, and your balance in real time and you can pay however you want, whenever you want. Prefer not to log in at all? Guest checkout lets you pay straight from your email in a few clicks. Right now, how much visibility do you have on a check that's in the mail?”



CLOSE

Close:

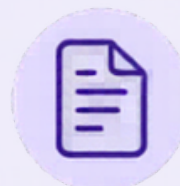
“I can show you the dashboard it takes five minutes. When are you free?”



ONE-SHEET
TO SEND

Resource:

[PayNow Advertising Portal: Getting Started](#)



PRO TIP: More visibility. More control. Better outcomes.
That’s the Power of PayNow.





OBJECTION SCRIPT

“We don’t have time to implement this”



NOT TO SAY

Not to say:

“It's actually not that much work”
(minimizes their concern)



ACKNOWLEDGE

Acknowledge:

“Everyone is stretched right now.
I hear you.”



PIVOT

Pivot:

“There's nothing for you to set up. No account to create, no new software to learn. When an invoice's ready, you get an email click it, pay as a guest, done in under a minute. It's actually less time than writing and mailing a check.”



CLOSE

Close:

“The setup checklist is literally a one-time thing.
Business Manager owns it. It is not on your plate.”



ONE-SHEET
TO SEND

One-sheet:

[FAQ: PayNow Electronic Payments](#)



PRO TIP: A small investment of time now leads to big time savings and better outcomes for you and your team.





OBJECTION SCRIPT

“Advertisers won’t want to pay extra fees”



NOT TO SAY

Not to say:

“The surcharge is very small”

(makes the fee feel real before explaining the option)



ACKNOWLEDGE

Acknowledge:

“That’s a reasonable thing to wonder about.”



PIVOT

Pivot:

Surcharging only applies if they choose to pay by credit card. If they pay by ACH bank transfer there is no surcharge at all. We make both options clear before they pay. Most advertisers choose ACH once they see the option. The fee question usually goes away on its own.”



CLOSE

Close:

“Want me to send the ACH one-sheet?”

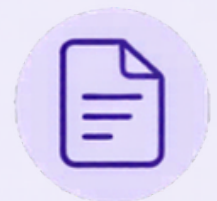
It explains the difference really clearly.”



ONE-SHEET
TO SEND

One-sheet:

[Pay the Easy Way:](#)
[ACH Electronic Payments](#)



PRO TIP: A small investment of time now leads to big time savings and better outcomes for you and your team.

