

Sales Tips

The following will pave your successful sales career with Merchant Service Group, LLC.; providing you with an in-depth, detailed description using our proven sales process.

Lead Generation

In order for you to create sales, the first step is to generate your leads. Lead generation can come from many different sources. The following are some effective ways to generate leads.

Networking

Networking is a way to maximize the resources you already have in place. If executed properly, it can lead to much success.

Friends and Relatives

This is the best way to kick-start your selling efforts. Call upon those merchants who you patronize and/or friends and relatives who may need processing or a new processor. These are the first merchants you should visit and practice your new selling techniques on; allowing you to work the bugs out of your sales presentation, in front of a "friendly" audience before you begin cold calling on strangers.

Referrals

Referrals are business names, phone numbers and contact names of other businesses who your merchant believes would also benefit from your company. Most sales people forget this important step. The best time to obtain referrals is upon completion of the paperwork. Always try to get at least three referrals from each merchant.

Another way to get referrals is to leverage your appointments. Write down the names of the businesses surrounding the merchant you have sold and ask if you can use their name with the surrounding merchants.

Chamber of Commerce

Become a member of one of their networking groups. There are several clubs or functions you can participate in: Ambassadors Club, Business After Hours, etc.

Possible Sources

When selling, never forget it's all about keeping the "funnel" full. The more sources you have to generate business, the better. It is important that you are aware of the various sources available to help you prospect potential merchants.

Relationship Building

1. When the sales representative/merchant relationship is right, the details are negotiable. If there is tension in the relationship, something is wrong and the details become obstacles.

Tip: Build strong, open relationships with your merchants.

2. When there is little difference between what you and your competitors offer, there should be a big difference in the way you deal with your customers.

Tip: Never demean your competition. Treat your merchants with respect and offer them the information and guidance they need to make a solid business decision that is right for their needs.

3. Sales and service are like medicine: offering a prescription before a diagnosis is a form of malpractice.

Tip: Listen to your customers' needs first, despite your enthusiasm about any single solution.

4. We judge ourselves by our intentions, but others judge us by our actions.

Tip: Make promises you can keep, and keep your promises.

5. Professionals are no longer determined by the businesses they are in, but rather by the way they do business.

Tip: Build professionalism. The more comfortable merchants are with the products and services they purchase from you, the more professional you will seem in their eyes.

6. One sincere gesture can do more for your business than thousands of dollars of advertising.

Tip: Go the extra mile for your customers. They will remember your effort and buy from you again as well as refer new customers to you.

7. People truly don't care what you know until they know that you care.

Tip: Show your customers that you care about their business' success by demonstrating your listening skills.

Telemarketing

Prospecting by telephone allows you to maximize your cold calling efforts. It is also a tool you can use to generate leads. Becoming successful in this industry requires good cold calling skills and good telephone prospecting skills.

When cold calling, you will have several merchants ask you to "call me back" and you will have a collection of business cards for decision-makers who were not in when you called on their business. Set aside time each day to follow up on your leads! Your next move will be to contact the decision-makers at those locations. When telephone prospecting, your objective is to set an appointment with the decision maker. You are not attempting to sell your service on the phone. Keep this in mind as you telephone prospect so you remain focused on what you're trying to achieve.

You will need to develop a plan for calling. Just as is the case with cold calling, work geographically. Plan your calls based on the area you want to have set appointments. You will build your cold calling efforts around your appointments, so make sure your telephone prospecting efforts support your plan.

Telephone prospecting statistics are different than cold calling statistics. The formula to reach your quota is:

- o 10 to 12 sales a month = your quota
- o 2.5 sales a week = 10 sales a month
- o 4.5 qualified appointments = 1 sale
- o 10 prospecting calls = 1 qualified appointment
- o 45 prospecting calls = 1 sale

Use your cold calling efforts to support your telephone prospecting, and use your telephone prospecting efforts to complement your cold calling efforts.

The key to success is to balance your cold calling efforts with your telephone prospecting efforts.

The combination of using both will ensure you "keep the funnel full."

Use your telephone prospecting when calling on: merchant callbacks, business cards you have collected, referrals, Yellow Pages or business list.

Steps to Telephone Prospecting

There are five steps to telephone prospecting :

1. Opening Statement
2. Make an initial benefit statement
3. Qualify the merchant
4. Summarize your conclusions
5. Ask for the appointment

The skills are very similar to those used in cold calling. The key difference to remember is that you are qualifying the merchant first, and then selling the value of meeting with you in person

Opening Statement

When you open a telephone prospecting call, use a simple greeting and cover each of the following points:

Greeting (Hello, good morning, good afternoon, etc)

If you don't know (May I ask who's speaking?)

Use the person's name

My name is (first and last), I'm with Merchant Service Group, LLC.

Use persons name again and ask (_____, *may I ask who the decision maker is, or are you that person?*)

If that person is not the decision maker (*May I speak to them?*). *Thank you.*

In your opening, set a professional tone, determine with whom you are speaking, use their name twice, and let them know your name and the company you are representing.

Make a Benefit Statement

When you reach the decision maker, introduce yourself and your company, and then clearly state the reason for your call.

The beginning of a benefit statement is the easy part; *"The reason for my call is...."*

Continue with a benefit statement that addresses a merchant's business needs, or reference how you got their name and number. For example: a business card you collected when cold calling.

"Our complete non-cash payment system saves merchants money by processing cards in a manner that is most advantageous to the merchant. Would you be interested in a way to avoid the discount rate on some of your transactions?"

"Our company allows merchants direct connectivity to the processor for electronic payments. This will mean better service and in most cases significant savings. Would you be interested in seeing if you would benefit by processing with us?"

If calling on a referral:

"Joe with Joe's Bar-B-Que suggested I call you. I was able to significantly reduce his processing cost."

If calling someone who gave you a business card and asked you to call later:

"Mr. Pleasant, I met you briefly yesterday and you asked me to call you back today. The reason for my call is to explore ways that we may be able to help you grow your business."

The key to the benefit statement is to make certain your benefit statement is relevant to the merchant's business. Your purpose is not to sell processing services on the phone, but to sell the value of meeting with you in person. You're selling the appointment!

Qualify the Merchant

Next, you need to determine if the merchant will qualify for an appointment by asking a series of questions. To be qualified, the merchant must:

- o Have the authority to make a buying decision
- o Be currently processing with another processor
- o Not currently be processing and needs both processing services and equipment

If a merchant does not meet one of these qualifications, there is no need for you to set an appointment. Make certain your questions confirm whether the merchant meets one of these qualifications.

Let's look at how you can qualify the merchant without making it feel like an interrogation. How you position the qualifying questions determines how the merchant will respond to you. Position your questions by:

- o Requesting a couple of minutes of their time.
- o Let them know up front that you plan to ask a few questions.
- o State the value to the merchant of continuing the conversation.
- o It sounds like this:

"May I have two to three minutes of your time to ask you a few questions so that you can determine if our services would be of interest to you? If not, we will discover that too."

By adding the last line, you are letting the merchant know you are not selling on the phone. This type of dialogue will make them feel more comfortable in answering questions. Of course, in the "real world" not all merchants will respond favorably. Refer to the objections and suggested responses you learned under the cold calling portion of this module.

Qualifying Questions

Once you get past the initial objection, you then proceed to ask the qualifying questions. By asking qualifying questions before setting an appointment, you are able to accomplish three things:

- o Get the merchant interested in you and your company's solutions.
- o Gather information up front so you will be better prepared for the appointment.
- o Screen out merchants who are not likely to buy.

By asking questions you are qualifying your leads, meaning you don't waste time with merchants who are only "being nice" by seeing you. You also screen out prospects that have no interest in your solutions. Remember, these questions work best when calling on merchants you haven't previously called on when cold calling.

Question 1: *"Is there anyone besides yourself who would be involved in making business decisions for your company?"*

The reason for asking this question first is that you want to set an appointment with the decision maker for the business.

Question 2: *"Am I the first person you have talked to about transaction processing services, or are you currently accepting VISA and MasterCard?"*

The reason for asking this question is that you want to know if the merchant has done some shopping around or intends to. This information also lets you know if the merchant qualifies as a rewrite, and how to position your next questions.

Question 3: *"What have you heard that interests you?"*

You ask this because you don't want to make assumptions about what the merchant is looking for. It also provides you with an indication as to what is important to them; this indicates their "hot button".

Question 4: *"What have you heard that has prevented you from making a decision? In changing processors?"*

You ask this question because you don't want to assume what the merchant might be unhappy with, and it also provides you with an idea of what solutions we may have to address their needs. Remember, you aren't selling, just gathering information!

Question 5: *"Do you currently own or leasing any processing equipment? Can you describe it to me?"*

You only ask this question if the merchant has not volunteered the information with the prior questions. You need to know if it's a new merchant who bought equipment elsewhere. Depending on the information provided, you may want to also ask what peripherals they have. If this is a follow up call and you took good notes when cold calling, this is the time to confirm what you saw at their location. This kind of information determines the strategy to use when meeting with the merchant in person.

Summarize Your Conclusions

After you have asked the merchant the qualifying questions, summarize your conclusions based on what the merchant has said (refer to your notes and use the merchant's own words when possible). Make a recommendation to set an appointment to further explore how we may be of assistance. It would sound like this:

"Based on what you have told me, it sounds like we may be able to offer you services unique to our company that would save you money."

Ask for the Appointment

Asking for the appointment means setting a specific time to discuss the merchant's business needs in depth. Some suggestions:

- o Offer the merchant a choice of two options that fit your schedule.
- o Make the appointment as soon as possible. (Within 24 - 48 hours)
- o Respect the merchant's time. Don't try to set appointments during their peak business hours.
- o Respect your time, try to set appointments that will allow you to maximize your cold calling efforts.
- o Use positive, not tentative language. It sounds like this for a merchant who is currently processing with another processor:

"I would like to suggest that we set up a 15 minute appointment to discuss this further. This will allow me an opportunity to analyze statements from your current processor. Would tomorrow at 9:30 be okay, or would 1:00 the next day be better?"

It sounds like this for a new merchant:

"We specialize in helping new merchants like you. As a matter of fact, we have pricing packages designed to help a new merchant get started with their non-cash processing needs. I would like to meet with you as soon as possible to offer my services as a consultant. Would Thursday at 9:00 work, or is 2:00 today better?"

When telephone prospecting, you have the opportunity to sell the value of setting aside a specific time to meet with you. Plan on spending more time on an appointment than on a cold call.

Direct Mail

Using direct mail will enable you to reach a large span of merchants in a more time effective manner. Various methods of direct mail include flyers, letters, and also by fax. Merchant Service Group, LLC. has all of these marketing materials available for your use. To learn more about this, contact your relationship manager or the United States Post Office holds classes that will fully train you with Direct Mail costs.

With direct mail, after you have sent out your marketing materials, you should receive calls from interested merchants or you can even send follow up calls to all of your mailings.

County-based Commercial Publications

These are publications available in metro areas for a minimal subscription fee; listing every type of public record in the county (i.e. divorces, bankruptcies). Such publications usually have names like "The Commercial Recorder" or "The Daily Commercial Record".

Local Yellow Pages

Merchants who advertise using the VISA/MasterCard logos in their ads are good prospects for conversion. This is a great way to phone prospect in vertical markets. For example, call all the restaurants or auto repair shops listed. You may be able to provide these merchants additional services, help them capitalize on debit savings through your company and offer them a competitive rate to help them reduce costs and increase their business volume.

Target Marketing Leads

Some Agents prefer to purchase lead lists. These can be acquired through Merchant Service Group, LLC. and imported directly into the ISOCentral Web Application for telemarketing.

New Business Listings

Most states require a new business to file an application for an operating permit, usually through their county government. Whether such lists are called "state tax permits," "assumed names," "DBA lists," or otherwise, such lists are considered public information and can be obtained either at no charge or for a small fee depending on the county or state. County and Town Clerk Offices keep records of DBA filings, while Secretary of State offices keep records of monthly incorporation filings as well. Once you have these lists, you can either call them on the phone or even meet these clients face to face.

My name is _____ with Merchant Service Group, LLC.; I am calling to confirm our appointment at _____ o'clock. I would just like to remind you to have your last two or three merchant statements available.

It is imperative the merchant has their current merchant statements available so you can give a detailed analysis.

Sounds good _____, I will see you soon.

If they do not have their merchant statements or the owner is just too busy, reschedule the appointment for another time.

If the contact is not there, tell whomever you are talking that you will call to reschedule the appointment for another time.

The Appointment

This may be obvious, but always try to be on time! It is very important that if you are running a little late because of uncontrollable reasons, by all means, give them a call and tell them you will be late. Most merchants are very understanding.

Ask for your contact.

Hi, my name is _____ with Merchant Service Group, LLC. How are you?

At this point in time, you may have resistance. If it is of the latter, depending on their personality type, one may express time limits. If so, explain to the merchant that time is very valuable to the both of you and you will get straight to the point on the qualifying procedure and the application. If it is other of other reasons, express concerns and ask what his troubles are. Ask what he would like fixed and address that you can solve his problems. Then proceed.

Do you have your last two or three merchant statements?

Once merchant statements are received, let them know you'll need a moment to run an analysis.

It will be about 5 to 10 minutes so if you are busy, feel free to do so and I will let you know when I am ready.

Most of the time, they are busy and get back to their work, but if they insist they are not, just give them small chat while you run through your analysis. Finish the analysis and explain it to them.

Now let me breakdown your total monthly savings.

Go through the savings which your relationship manager will show you how to do. This is the most important part because this is where you close the deal. You always want to sign them on the spot, because if you give them time, they will always take what you have shown them and try to shop around to beat your prices.

The Call Back

If the merchant doesn't budge because of significant reasons (speak to their partner or spouse etc.), insist that you would give them a call instead of them calling (because they may forget) and make sure to call them the day you say you will. Never wait too long to call back or the merchant will almost likely lose interest.

Sales Tips

Additional tips and guidelines that will help you sell.

Use your Business Cards

Always carry your business cards to give to merchants you meet; regardless of the time, place, or outcome. Leave your business card in the door of any vacant retail space.

Shop with your own Visa Check Card or MasterMoney Card at places that don't currently accept Debit Cards.

This will provide you the opportunity to show the merchant that he is losing money by processing VISA Check Card and MasterMoney Cards as non- pinned transactions. You can then explain to the merchant how he could avoid paying a discount rate on these transactions if he had a PIN pad and processed these as a pinned transaction.

Shop with your own Credit Card at places that don't currently accept Credit Cards.

This will make the merchant aware that they are losing business by not accepting and advertising their acceptance of credit cards such as VISA, MasterCard, American Express, Discover, Diners Club/Carte Blanche and Japanese Credit Bureau (JCB).

Take Notes

Take notes while the merchant is giving you information. Whether you are cold calling or telephone prospecting, always listen to what the merchant has to say, write down the important points, and tailor your questions accordingly.

Taking notes helps you:

- o Avoid interruptions
- o Clarify your thoughts and ideas
- o Keep track of important information for your presentation or to prepare for the sales call.
- o Determine the reason why the merchant should meet with you.
- o By listening and then paraphrasing what the merchant has said, you will be able to avoid sounding like you're reading from a script. This is also an opportunity for you to begin building trust with the merchant and set yourself apart from your competitors.
- o Remember that the merchant will make a purchasing decision based on you.

What are the keys to being a good salesperson? Here are some important characteristics you should keep in mind as you go through the appointment.

Control the customer.

- o Remember you are in charge of the appointment; do not let them control the appointment.
- o Do not leave too much silent time, always talk. By talking, this will enable you to control the pace of the appointment.

The ability to read the customer and say things that they want to hear.

- o You can tell a lot about a person within the first few minutes of meeting them.
- o For instance, determine if the merchant is either focus on rates or savings. If they are one or the other, then you have to structure your sales tactic according to that.
- o Also, some people are more or less aggressive and/or more or less business savvy. Make sure you observe your prospect carefully and always know your limits.

ABC- Always Be Closing.

- o Closing is the most important aspect of sales.
- o Throughout your presentation, use closing lines. Always say and gesture at things that refer to the customer working with Merchant Service Group, LLC.

- o For instance, if the merchant were to ask you questions about the terminal, do not say "If you were to process with us..." rather say "Next week when your machine is installed..." Lines such as these demonstrate the previous point.
- o Do not fear applying pressure, which is what closing is all about. Remember that every appointment is closable.

Closing the Sale

Once you ask your prospect to buy, be quiet for as long as it takes the merchant to respond. Follow these steps:

- o Sit in your chair and zip your lip
- o Lean forward slightly to demonstrate your sincere interest
- o Fix your gaze firmly on the prospect's eyes. The merchant won't maintain eye contact until he or she is ready to speak. Instead, the merchant will probably keep glancing at the desk and the papers on it.
- o Maintain a slight, friendly smile while you watch your prospect - and wait.
- o Keep yourself busy by sending out positive vibes.
- o Bite your tongue. Don't be tempted to break the silence.
- o Remember: A long silence is always a good sign. The longer the silence, the more likely it is that the prospect will say "Yes." It means the merchant can't think of a good reason not to buy from you.
- o Thank Your Customers - Even Those That Don't Buy From You!

You didn't get the account you just presented to the merchant. What should be your very next step? Send your prospect a thank you note even though you didn't get his or her business. Why? Because many businesses are required to get bids from different companies, and sometimes these bids require many calls and considerable number crunching. However, since you didn't get the merchant's business the first time around, your customer may feel uncomfortable calling you to bid again if and when the need arises. Your thank you note will remove any strain the merchant may feel because he or she did not offer you the business. The note also demonstrates that you are a real professional who doesn't hold a grudge.

Your thank you note should read something like this: ***"Thank you for the opportunity and invitation to evaluate your business (or make a presentation on a particular product or service). I'm sorry we couldn't help you this time but please keep (your company) in mind for future products, and feel free to call or fax me for more information or ask for a presentation that could help your business in the future."***

This kind of personal thank you leaves the door open for future bids and sales opportunities. Be sure to follow up in a month with a telephone call to find out if the merchant is happy with the product/service he or she chose over the one offered by you.

Frequently Asked Questions

1. What other companies process with MSG, LLC?
Such information is highly sensitive and confidential to our current merchants and MSG, LLC is obligated to maintain a high security. It is understandable that you may not appreciate your information distributed out to another party either.
2. How many days does it take to transfer the money?
Monies will be deposited into your checking account from 24-48 hours.
3. Is the money being deposited on a daily basis or monthly basis?
The money is transferred daily from bank to bank, but the transactions are displayed in the merchant statement at the end of the monthly cycle.
4. Is the money deposited on a net or gross pay?
The money is normally deducted on a net pay.
5. My merchant statement is confidential for you to view.
Once you process with us, it's required for you to submit three of your most recent consecutive statement. In addition, we need verification that you do produce the average ticket size and volume you say do so I can do an accurate analysis.
6. What is mid-qualified?
Mid-qualified is manually entering in the credit card number if the terminal is unable to read the swipe.
7. What is non-qualified?
Non-qualified is a corporate card. It is of higher fraudulent risk and Visa/MasterCard charges an additional fee, therefore we cannot avoid the cost either.
8. What about American Express ?
We are able to program American Express into our terminal at your request, though we do not control the rates, so what you're paying now is what you'll be paying with us.

Frequently Asked Questions

9. My current processor doesn't charge for statement fee, why do you?
If you look at your current merchant statement, you have accrued numerous fees that are beyond our \$X statement fee (closed batch fee, membership fee, standard discount fee, voice authorization fee, customer service fee, etc...) which in turn we do not charge you for.
10. What is a minimum monthly fee?
This fee is imposed on your total credit card fees for that particular month. MSG, LLC.'s minimum monthly fee is only \$25, if your processing fee does not add up to \$25, we will deduct the charges accrued from \$25. For example, your volume was unusually low last month and the total charges only added up to \$13.50. Therefore $\$25 - \$13.50 = \$11.50$. Your fee for last month would've been $\$13.50 + \$11.50 = \$25$. Basically, your monthly charges will be at least \$25 if not more.
11. What is a charge back?
This is a charge declined from a customer or credit card holder. Their credit card issuer will handle the matter and you must show some proof that the services and/or products were delivered in the manner you both agreed upon. If the cardholder wins, then the money is taken out of your account.
12. I do business internationally.
If your business involves importing and/or exporting, or just making the occasional overseas payment, we have the services and global expertise to help you and your business make the most of domestic and international trade. I will refer you to an international specialist to assist you.
13. How many days does it take to get my terminal and processing up and running?
Please allow us 5-10 business days.