



★ AI-Powered Prospecting

Find and convert local businesses in your territory



Prospect Finder AI-Powered



Discover local businesses ready for
better rates



Sales Spark AI Coach



Stuck? Get instant prospecting
ideas



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← Sales Coach

New Session

History



Daily Edge

Today's Focus: Communication



Teach Me the Presentation

Master the PCBancard Dual Pricing presentation



Interactive AI Training

Practice roleplay, objections, and scenarios with AI



EquipIQ

AI equipment advisor with 63+ products



2026 Sales Process



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Sales Coach

► New Session

⌚ History



Daily Edge

Today's Focus: Communication



💡 "Communication is the primary utensil in the process of selling."

— Louis Jordan, Deloitte & KPMG

💡 Research Insight

Great communication uses three elements: ETHOS (credibility—why should they listen?), PATHOS (emotion—why should they care?), and LOGOS (logic—why should they believe?). Top sellers say: 'You sell to the gut, the heart, then the brain—in that order.'

Source: The Salesperson's Secret Code



⌚ Today's Challenge

Today's Challenge: Structure your next

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**Sales Spark** AI Coach

Stuck? Get instant prospecting ideas



Tell me what's on your mind and I'll give you actionable prospecting ideas for today.

I keep getting rejected and I'm losing motivation...



Read aloud



Spark My Day



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Teach Me the Presentation



Lesson 11

Why This Presentation Works

Completed



What You'll Learn



Master the "Why This Presentation Works" technique and understand the psychology behind it. Learn when to apply this approach and avoid common pitfalls that can derail your presentation.



Talk Track



Copy

The Propeler Video Brochure Series operates as a closed-loop conversion system, not a collection of informational videos. Each video functions as a stage gate in a precise psychological journey: V1 → V2 → V3 → V4 →



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Modules



Module 1

The Psychology Foundation

1/3 lessons completed

Why This Presentation Works

▷ The Merchant's Mental State

▷ The 8-Video Persuasion Arc

Module 2

Opening & Problem Awareness

0/4 lessons completed

Works



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Module 3

Solution Positioning

0/3 lessons completed

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Module 4

Objection Prevention

0/3 lessons completed

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Modules

X

Module 4

Objection Prevention



0/3 lessons completed

Module 5

Story Proof & Transformation



0/3 lessons completed

Module 6

Process & Risk Reversal



0/3 lessons completed

Module 7

Solution Fit (Contextual)



0/3 lessons completed

Module 8

Close & Community



0/3 lessons completed

Works



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Practice Makes Perfect

Choose a training mode to sharpen your sales skills with AI-powered feedback and realistic merchant scenarios.



AI Roleplay

Live Roleplay Simulator

Practice against 20 unique AI merchant personas. Each has different personalities, objection styles, and weak points to discover.



Rapid Fire

Objection Gauntlet

 Handle 12 common objections back-to-back. Learn the best responses and key principles for


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Interactive AI Training



Rapid Fire

Objection Gauntlet

Handle 12 common objections back-to-back.
Learn the best responses and key principles for each challenge.



Situational

Scenario Trainer

"What would you do?" situational training. Make decisions and get immediate feedback on your choices.



AI Analysis

Delivery Analyzer



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Interactive AI Training

Handle 12 common objections back-to-back.

Learn the best responses and key principles for each challenge.



Situational

Scenario Trainer

"What would you do?" situational training. Make decisions and get immediate feedback on your choices.



AI Analysis

Delivery Analyzer

Practice your full presentation. AI detects which stages you hit and coaches your delivery in real-time.





AI Equipment Advisor

AI Chat

Browse

Learn

Equipment Advisor

Describe your merchant's needs and I'll recommend the best solution



Hi! I'm EquipIQ, your AI equipment advisor. Tell me about your merchant's business and I'll recommend the perfect payment solution. What type of business are you helping today?



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AI Equipment Advisor

AI Chat

Browse

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Equipment Knowledge Quiz

Test your knowledge of payment equipment and earn mastery

Vendor Focus

All Vendors

Difficulty

Beginner

Start Quiz

Vendor Overview

Quick reference for all payment solution
vendors



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AI Chat

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Equipment Knowledge Quiz

Test your knowledge of payment equipment and earn mastery

Vendor Focus

All Vendors

✓ All Vendors

SwipeSimple

Dejavoo

MX POS

Hot Sauce POS

Valor PayTech

FluidPay

Quick reference for all payment solution
vendors



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Prospecting



Discovery



Proposal & Close



Onboarding

Prospect For the Appointment

Get the appointment scheduled

Key Activities

- Drop in with Dual Pricing Flyer or Video Brochure
- Use Jason's drop-in-the-door pitch
- Set appointment for 15-minute presentation
- Enroll prospect in automated email series

Scripts

Jason's Drop-In-The-Door Pitch



Video Brochure Script



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Phases

Practice

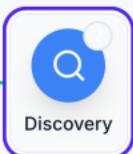
Objections

Industries

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Prospecting



Discovery



Proposal & Close



Onboarding

The Appointment and the Presentation/Discovery

Understand merchant needs and collect processing statement

Key Activities

- Ask discovery questions using questionnaires
- Walk through Pitch Book and Dual Pricing program
- Leave with one-month processing statement
- Set appointment to return with proposal

Scripts

Request Processing Statement



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Prospecting

Discovery

Proposal & Close

Onboarding



The Proposal and the Close

Present savings and close the deal

Key Activities

- Walk through custom proposal showing savings
- Compare Traditional, Surcharging, and Dual Pricing
- Collect required documents
- Complete e-signature application

Scripts

Closing Script



Option Close

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Prospecting



Discovery



Proposal & Close



Onboarding



After the Sale

Successfully onboard merchant

Key Activities

- Merchant receives welcome email from team@pcbancard.com
- Terminal shipped via 2-day FedEx
- IT call for first transaction setup
- PCI compliance completed within 30 days

Pro Tips

- Terminal purchases billed 30 days after deployment
- Gateway/HotSauce billed immediately
- \$64.95 Dual Pricing fee extracted first week of

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Key Contacts

Jason

Sales Manager

avar@pcbancard.com

(317) 750-9108

**Emma**

New Agent Support

emma@pcbancard.com

(973) 768-2231

**Kenny & Erik**

IT and Equipment

itdept@pcbancard.com

 **Listen & Cori**

vice Manager/Applications

office@pcbancard.com



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Target Industries for P Series Terminal

Automotive

Auto repair/quick lube Brakes/tires/transmissions
Used Auto Dealers Equipment rentals

Service-Based

HVAC Plumbers Landscaping Painters
Dry Cleaners

Food & Hospitality

Pizza/delivery Food trucks Liquor Stores
Smoke shops

Healthcare

Chiropractors Dentists Veterinarians
Optometrists Day spas



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Common Objections & Responses

"I don't want to charge my customers more"

"I don't want to be the first/only one around here"

"I'm going to stay where I am for now"



Top Closing Tips

Use references - have merchants call other merchants doing the program



FOLLOW UP! 2-3 times is normal - change is hard for everyone



Just get them to TRY the program - no ETFs.

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← 2026 Sales Process

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Interactive Sales Practice



Practice each stage with an AI merchant - speak your responses out loud

💡 How this helps you

Practice formulating your words in real-time. Listen to the AI merchant's response, think through your reply, and speak it out loud - just like you would in the field.



Prospect for the Appointment

Stage 1



Get the appointment scheduled and gather statements



Drop in with Dual Pricing Flyer or Video Brochure

Use the drop-in-the-door pitch

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Prospecting



Discovery



Proposal & Close



Onboarding



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Sales Coach

What would you like to do?

Get Coaching

Ask questions, get advice
on what to say

Practice Role- Play

Practice on a simulated
business owner

What topic do you want coaching on?

Cold Approach

Practice your initial approach to a business owner
who's never heard of you

Objection Handling

Handle common objections like 'I need to think
about it' or 'Too expensive'

Closing

Practice closing techniques with a warm prospect
who's almost ready



Follow-up Visit





← Sales Coach

What would you like to do?

Get Coaching

Ask questions, get advice
on what to say

Practice Role-
Play

Practice on a simulated
business owner

Select Scenario

Cold Approach

Practice your initial approach to a business owner
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Objection Handling

Handle common objections like 'I need to think
about it' or 'Too expensive'

Closing

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Follow-up Visit



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Sales Coach

Difficulty Level

Beginner

Easier prospect,
more forgiving

Intermediate

Balanced
challenge

Advanced

Tough prospect,
realistic
challenges

👤 Practice Persona (Optional)

Choose a specific business owner persona to practice with, or leave unselected for a random persona.

Random Persona

AI will generate a persona based on the scenario

The General Prospect - Combined Training

medium

General Business

Lisa - The Friendly But Indecisive Salon

▷ Start Role-Play

