**Presentation Structure:**

# Warm Up (Conversationally handle the initial perception)



Bob, before we start I know that the two main concerns many merchants like yourself look at with a processor is service and rates.

Well, I need to let you know that we are registered with the BBB in all 50 states and our customers

benefit from that. If you do qualify for our services, we also ensure that you will pay less with us,

and a lesser bill is your true concern, correct?

So let me to go through a few services aimed to secure your business and your customers personal information, bring your business up to the new compliance standards and also increase revenues as well as your customer count, and if these do fit into your business, you will also have a lower bill. Fair Enough?

# **4 Qualifying Questions and B.U.I.L.D.:**

Bob, every successful business, like yours, works under the same basic principles, and I’m sure you work very hard to keep your business successful every day;

You can;

**B**oost your average tickets with stronger payment methods

**U**ncovering new customers. Many do this through Marketing and Advertising

**I**dentifying and eliminating liabilities, as well as time and money losses.

**L**ower your costs and expenses

**D**evelop Customer Loyalty and repeat business

So Bob, as you are running your business, over the next 12 or 18 months, of these, what 2 do you feel will most impact your business, and you may be focused on? (Write down their answers on the Merchant Revenue Worksheet)

**Set-Up: (2 Paragraphs)**

(BOB), I can tell from the way you have answered these questions that we may be able to impact your business by at least a few hundred dollars a month by improving your services. We can normally impact a small to medium sized business from $500 to $700 per month. We’ll be able to lower some of your costs, eliminate some areas of liability and really save you a lot of time every month. Now I want to let you know that I did not come out here to compare statements – If the only thing I could do was lower your rates, I’d be like the last 10-15 people that came spoke to you about just your Visa & MasterCard service. I came to talk to you about building your revenues and marketing your business.

Just so you know (BOB), if you see any of these services applying to your business today, we will upgrade your terminal with a new State of the Art Terminal Placement.

* You will save time by having all cards on one simplified statement
* We’ll provide you Next Day Funding
* Since we work with No Cancelations Fees, a month to month agreement, we are putting you in control of your processing for the first time.
* The only money I will ever ask for is a one-time $59 application fee – I just didn’t want you to be worrying about it. OK?

**Pre-Close (2 Favors):**

(BOB), before I get started I wanted to ask you 2 favors.

1) I am in business locally, no different than you, so I want you to feel comfortable as we look at these services. If you DON’T feel that any service will help you BUILD your business and accomplish your GOALS & PLANS, would you feel comfortable enough to tell me “NO”?

2) Thanks, I appreciate that. Now my 2nd favor is - If you can legitimately see a service that YOU BELIEVE will help you accomplish some of your business goals and makes sense, will you feel equally comfortable in telling me “YES”?

Let’s take a look at…. (Start to go through Service Segments)

# **Service Segment Trial Closes (Cover each of the Services)**



1. Ask for Understanding
2. Ask for Agreement
3. Transition to Next Subject

# **1st Close (The BUILD Page)**

(BOB), the way this program works, you get a drastic improvement in the way your Sales Income works and because of the increase in profits to your business as well as many areas of savings the system is actually a profit center.

You said you were focused on \_\_\_\_ and \_\_\_\_\_, and we are positively impacting both. We are also improving your profit in other ways, too:

1st You are **B**oosting your average tickets with stronger payment methods.

2nd You are **U**ncovering increased customer counts by driving customers to you. 3rd You are **I**dentifying and eliminating liabilities, as well as time and money losses. 4th You have **L**owered your costs and liability in your payment methods

5th You have **D**eveloped repeat business increases which is customer loyalty

To RECAP again, you have improved PROFIT STREAMS and SECURED YOURS AND YOUR CUSTOMERS PERSONAL INFORMATION with one improvement today, and that’s by placing this system in your business. To a small business (Bob), this savings is worth several hundred dollars per month to a business, and to a growing business….like yours…..it would mean THOUSANDS.

**(Soft Ball Question)**

Can you see why these stores use these services to BUILD their Goals and Plans?

1. Ask a Choice Close Question
2. Break Eye Contact
3. Begin Filling out the App
4. BE QUIET **(BREAK EYE CONTACT AND BEGIN TO FILL OUT PAPERWORK)**

 **2nd Close**

(BOB), basic accounting principles tell us the only things that show as expenses to your business are things that you don’t get a return on. This system brings in thousands in sales on your investment and the equipment costs you nothing. The even better news is the Warranty on your Accounting System actually lasts the life of your business and the revenues actually Snowball as you use it. As you can see, by month 6, you are creating an increase of revenue in the thousands, and growing.

**(2nd Soft Ball Question)**

***(BREAK EYE CONTACT AND BEGIN TO FILL OUT PAPERWORK)***

**3rd Close**

# Identify & Isolate the Objection(s) and Call In to your RSM

* 1. In addition to that, is there anything else?
  2. I’ve got a guy/gal/contact (NEVER SAY BOSS, SALES MANAGER, etc) that is really good with these kinds of things, I’ll give him a quick call to find out, but before I call, let me ask you this, If he can give us some answers to these things that you are happy with, I MEAN HAPPY- HAPPY, then can we move forward with your services today?

## When you Call In to your Manager….keep the call along these lines:

*Dave, this is (your name) and I’m out here with (Owner’s Name) at (Business Name) and we’ve been having a great discussion about how AmeriBanc can help them accomplish some business goals that they have in place. We’ve been discussing the (name of services) and feel that we can show about ($value range) for them monthly. A few questions DID come up that we need to address for them before we can get started. I knew you were the one to call to get these things done for them today and they did tell me that if we can customize the services around their requests that we CAN get started on their service TODAY.*