



## **Sales Representative Training Manual**



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## Welcome to Quantum Merchant Services

You are now in the “Payment Processing” business!

*Quantum Merchant Services is a rapidly growing bankcard sales organization. Our partnership with First Data and Wells Fargo Bank allows us to offer small merchants incredibly low transaction and processing fees, resulting in significant savings for their businesses. We welcome you to our sales team and you'll soon begin finding financial rewards beyond your expectations. First Data is THE largest processing company world-wide.*

Quantum Merchant Services is an innovative and exciting company that is positioned to become one of the largest bankcard sales organizations in America. With your support, we can make this happen!

From our national headquarters in Minnesota, we help merchants throughout the United States save thousands of dollars daily! Quantum Merchant Services is unique, because we offer merchants the very lowest credit and debit card processing rates available – often 30% to 50% lower than those offered by most major banking institutions.

We can provide even the smallest merchants with the same great processing rates that are enjoyed by large corporations and major chain stores. When merchants swipe a debit/check card with Quantum Merchant Services, they can process that transaction at less than 1% with a nominal flat transaction fee instead of paying a discount rate as high as 3%. This is a huge competitive advantage for our clients.

Ninety percent of retail merchants accept credit cards and debit/check cards. This gives you a huge potential client base and the opportunity to start making money with Quantum Merchant Services today! All you have to do is get out there and start showing merchants how you can save them money each and every month. You'll soon be making more money than you ever thought possible.

### *Highlights*

*Quantum Merchant Services has tremendous growth potential and fantastic prospects.*

*We specialize in offering small merchants the lowest available Visa/MasterCard processing rates.*

*Because 90% of retail merchants accept credit/debit/check cards, you have a huge potential market to sell to.*

## What business are we in?

*The goal of this chapter is to introduce you to the Credit Card processing system. We will walk you through a series of terminology that will allow you to understand every aspect of our industry. It is not difficult. Most of us already know about the different machines we found at the point of sales. What most of us don't know is everything that's involved in a simple credit or debit card transaction. Let's start here.*

A merchant account is a specialized bank account issued by a merchant processing bank that allows a business to accept credit cards, debit cards, gift cards and other forms of payment cards. This is also known as payment processing, credit card processing or merchant card processing.

The merchant processing bank represents the merchant while the credit card issuing bank represents the consumer.

In order to accept credit cards a merchant must have 1) A merchant account, 2) equipment to swipe the credit card 3) programs (software) to help them to manage payments.

This is what we sell. We don't sell only Merchant Accounts, but all the equipment required to process payments. Our customers are the business owners that want to accept credit cards in their stores/business. We call them "Merchants"

To enable credit card acceptance, a Merchant must apply for a merchant account through a bank. We represent many banks and this association and direct links with Visa, MasterCard, Discover or American Express; allow us to offer the lowest rates in the market. Our company is focused in certain kind of merchants/sectors (you will find a list later on this manual). This is why we can guarantee them the lowest discount rate in the market.

A merchant account, like any bank services must be financially underwritten and evaluated based on several factors. These factors do not seem immediately obvious to some merchants. Underwriters will evaluate the risks presented by 4 major factors:

- a) Types of products sold
- b) Methods used to market the products
- c) Standards and practices of business
- d) Amount of money that will be processed through credit cards.

The credit condition of both the business and business owners are also considered.

In many ways a merchant account acts like a line of credit to the merchant for a period that lasts until the card holder (the merchant's customer) does not dispute the transaction, which can last 1 year from the date of the transaction. Banks create tables of business types that have a corresponding level of potential loss to the bank based on a number of conditions. Typically very low risk merchants have more options available to them and are approved for an account more readily than high-risk merchants that may not have many options and may not find approval at all.

Merchants that are considered low risk accept credit cards at traditional retail locations that physically handle the credit card by swiping it through a credit card terminal and have the customer sign a credit card transaction receipt directly. These businesses statistically

have created low losses to the merchant processing bank. Examples of a very low risk merchant would be Auto Service, Restaurants and Grocery stores. This segment represents our target customers.

We are not interested in the following markets:

Merchants that sell services that are paid up front and rendered over time (like subscriptions), product types such as Adult Entertainment, Internet Prescriptions and Internet Gambling or high-ticket transactions like electronics and computers to name just a few. High-risk merchants typically do not physically handle the credit card and do not swipe it through a credit card machine and therefore are a much higher target to fraud by the use of stolen credit cards.

***Highlights***

***We don't sell only Merchant Accounts only, but all the equipment required to process payments.***

***We target low risk merchants, those who accept credit cards at retail locations that physically handle the credit card by swiping it through a credit card terminal;***

***We are not interested in High Risk merchants.***

## How Payments are Processed

*Understanding what's involved in the processing of payments through credit cards, debit cards, gift cards, etc. is key to success in this market.*

Today a majority of credit card transactions are sent electronically to merchant processing banks for authorization, capture and deposit. The method of processing credit cards will vary by Industry. In all circumstances either the entire magnetic strip is read by a swipe through a credit card terminal/reader or the credit card information is manually keyed in to a credit card terminal, a computer or website. Whenever practical it is best to swipe a credit card because the rates will be much lower and the incident of stolen credit card number fraud is greatly reduced.

### Credit card terminal

A credit card terminal is a stand-alone piece of electronic equipment that allows a merchant to swipe or key-enter a credit card's information as well as additional information required to process a credit card transaction.

A credit card terminal is a dedicated piece of equipment that only processes credit cards, although it is common for related transactions including gift cards and check verification to also be performed.

A credit card terminal typically must be plugged in to a power supply and connected to a telephone line. However, some terminals may be powered by batteries, communicate over the Internet or through the cellular phone networks. When a credit card is processed (either swiped through the magnetic stripe reader or keyed in to the keypad), it contacts the network to verify if the credit card can be authorized. This process is completed at the end of the day when the batch of all the authorizations from the terminal of the day is sent out.

The most popular credit card terminals consist of a modem, keypad, printer, magnetic stripe reader, power supply and memory card and have had the same basic design since the 1980s.

A merchant will usually acquire that terminal from Quantum Merchant Services in one of two ways. They may purchase the terminal or lease the terminal.

### Highlights

*A credit card terminal is a stand-alone piece of electronic equipment that allows a merchant to swipe or key-enter a credit card's information.*

*The information can be transmitted by several ways: phone, cellular phone networks or internet.*

*A merchant can acquire a Terminal from us (as well as other equipment) by buying it or by leasing it.*

## Knowing the Equipment

*There are many models of the different equipment available. Each company markets what they think is the best for them and eventually their customers. Let's take a look to the different devices we market.*

One of the main differences between Quantum Merchant Services and their competitors is that we not only sell a merchant account or a PIN pad or credit card Point of Sale system (POS) but we tell our customers how they can profit from them. This is a big difference. **We don't sell equipment, we sell a business.**

Our merchants buy from us because of a sum of factors: lowest credit card discount rate, top notch devices and a turnkey solution that will allow them to profit by using our products and services.

Let's take a look to the different devices we market.

### Credit Card Terminals

Several types of credit card terminals are available to merchants these days. Most have the same basic purpose and functions. They allow a merchant to swipe or key in required credit card information and transmit such data to the merchant service provider. Most new models process credit cards, gift cards and are expandable to perform check verification. The majority of credit card terminals transmit data over a standard telephone line or the internet.



### PIN pad

A PIN Pad or Keypad is a small keyboard device attached to an electronic payment terminal on which a cardholder enters his PIN to authenticate his identity.



### Check Readers

Regular checks contain valuable information that is used by banks when processing check payment. Check readers take advantage of this information to eliminate the handling of paper checks. A check reader scans the check, which is like taking a picture of it and "reads" important information like the bank routing code, account number, issuing bank etc.



### Wireless Credit Card Terminals & Smart Phone Plug-Ins

Wireless & Smart Phone terminals can transmit card data using either cellular networks or plug into your smart phone (iPhone, Wireless iPad, Android).

Businesses that are mobile (such as those participating in tradeshow, traveling salesmen, taxi & limousine services, home delivery businesses, plumbers and electricians, lawn maintenance services, car rental agencies, etc.) need to have the ability to transmit data just as much as businesses that are permanently situated.



This is where the freedom and flexibility of wireless credit card processing can help. The wireless credit card processing option is becoming more popular every day because it allows our customers to process transactions no matter where they are located. This makes it easier and more reliable than the old method of taking a manual imprint of the card to be key-entered into a credit card terminal later.



Wireless credit card processing units and smart phone units are perfect for taking payments on-the go.

## POS

A POS or Point of Sale is a location in a merchant establishment at which the sale is consummated by payment for goods or services received. Usually used as "POS terminal" to refer to the credit card terminal (equipment). A POS terminal is compounded by several machines: computer, software, scales, scanners, credit card terminal, PIN pad etc. You will find more information about our POS Terminals later in this manual.



## Highlights

***We don't just sell a merchant account, PINpad or Credit Card Terminal, we sell a business.***

***Our merchants buy from us because of a sum of factors: lowest credit card discount rate, top notch devices and a turnkey solution that will allow them to profit by using our products and services***

***PINpads and check readers can save thousands of dollars even to the smallest merchant. Wireless credit card processing is a growing segment in this industry.***



## The Quantum Merchant Services Advantage

***Being a sales representative for Quantum Merchant Services is an incredibly lucrative opportunity. Our products and services are easy to sell because they directly benefit merchants who want to save money on their credit card processing fees. With no need for specialized knowledge, you'll be ready to start earning commission from day one with the opportunity to earn residuals in our Sales Leadership Program.***

By becoming a sales representative for Quantum Merchant Services, you have the opportunity to make more money than you ever dreamed possible.

It's true! Just look at the commission schedules we've included for you and you will begin to understand how lucrative the Quantum Merchant Services opportunity is. And through our Sales Leadership Program, you can build compound income from ongoing residuals on every sale you and your team makes. Just imagine the financial security of knowing that each month you're making more money than you did the month before.

Our sales system is simple and produces results. It's easy to sell our products and services. You don't need to memorize technical specifications, study or have extensive knowledge of any credit card processing equipment. All you need to do is be willing to go out and talk to merchants about how they can improve their profitability by enjoying discounted processing fees on all major credit cards, including debit/check cards.

Quantum Merchant Services will be there to support you and your sales efforts every step of the way, so you can start earning big commissions immediately. Our staff is fully prepared to guide and help you in your sales efforts!

### **Highlights**

***Being a sales representative for Quantum Merchant Services is your key to financial independence.***

***Our products and services are easy to sell, with no need for memorization or specialized knowledge.***

***You'll earn not only sales commissions, but through our Sales Leadership Program, you could have the opportunity for compound income from residuals on every sale you and your team makes.***

## **Sales Leadership Program**

***Quantum Merchant Services Sales Leadership Program gives you a one-of-a-kind residual income program that could allow our leadership team to earn residual income each and every time one of their merchants swipes a credit card or processes a check through our check-imaging system. This means that you could earn money – quite literally – while you sleep! There is no limit to the amount of residuals that you could earn. When you and your team sign a merchant, you begin your journey to true financial independence.***

In our Sales Leadership Program, each and every time one of your merchants swipes a credit card, you will be earning residual income. This means that whenever one of the merchants you've sold our products or services to, swipes a customer's card, you earn money. In addition, you will earn ongoing residuals each and every time one of your merchants processes a check through our check-imaging system.

Can you grasp the possibilities? What this really means is that you have an unbeatable opportunity to build truly walk-away income. Just imagine earning money while you sleep or while you're on vacation. It's that simple! You'll earn money all day, every day, even on days when you don't make a sale.

This is truly a great opportunity for you to secure your financial future. Your success is our success, so we make sure that we share the rewards of our growing business.

As your Quantum Merchant Services sales team grows, so do your residual checks. Over time, the amount can start to cover your car payment, then a house payment, and then the sky's the limit! Ultimately, if you so desire, these residuals could become a true retirement income. The residual income continues to grow with absolutely no limit.

Imagine having the financial freedom to travel and enjoy the best of what life has to offer. Our residual income program is one of the cornerstones of the Quantum Merchant Services business opportunity, and it's why our sales representatives are so happy working for us.

Quantum Merchant Services is perhaps one of the best business opportunity in America today. Become a leader in our program,...

### ***Highlights***

***As a Quantum Merchant Services team leader, you'll earn residual income each and every time one of your merchants uses our products and services.***

***There is no limit to the amount of residual income that you can earn.***

***Becoming a Quantum Merchant Services team leader is an opportunity to achieve true financial freedom.***

## How to Sell our Products and Services

*Selling Quantum Merchant Services' products and services is a simple six-step process. You just need to identify and communicate with prospective clients, complete and submit the paperwork, install the machines, provide customer-service contact information and then receive your commission and residuals! It's that easy!*

Selling Quantum Merchant Services' products and services is simple. Here's a summary of a typical deal with just six steps from start to finish.

1. The first step is to identify prospective clients. Small business owners are usually especially interested in what we offer. You can call businesses listed in the phone book, visit businesses personally or mail out information.

You must speak with one of the business owners because only he or she has the power to sign a legal binding document. If the owner wants to see what the business's monthly savings could be, we will need a copy of the previous month's processing statement. Fax the statement to our office at 1-866-542-8629 with a note indicating the potential lease amount and we will fax you a proposal that you can present to the merchant.

Most merchants will save money right away, even when you figure in the lease payment. Nationwide, the average credit processing rate ranges from three to five percent. We offer \$500 to any merchant if we can't beat their current rates! This is a great icebreaker for capturing their attention and getting your foot in the door.

If a merchant already has a processing system in place, on a case-by-case situation, we may decide to pay a business's cancellation fees as an incentive to switch to Quantum Merchant Services. This would need to be approved in advance by our office manager.

2. Once your merchant is ready to start accepting credit cards and checks using our machines and services, you will need to help the business owner complete the paperwork. Refer to the enclosed packet for detailed instructions.

All of the information needs to be complete, but signatures and dates are most important. Our office will ask you to contact the merchant if any information is incomplete, so save yourself time by making sure that the form is completely filled out before sending it to our office. Merchants will receive a copy of the signed paperwork from the leasing company. Tell the merchant that we will have approval and schedule installation within days, barring any special circumstances. At the initial signing, you will need to obtain a copy of a voided check for the business account, which will be used to deposit their revenue.

3. You will then fax all the paperwork, along with a copy of the voided check to 1-866-542-8629. Our processing team will prepare the file and notify you as soon as it is approved (usually on the same day). We will also prepare the machines for shipment to the business.
4. Once the machines have arrived at the place of business, you will return to install them. This is quite simple (mostly plugging in the machine) and we will walk you through it step by step.
5. **VERY IMPORTANT:** You will have the merchant verify the information about the machine and the lease by calling the phone number on the form in the equipment box. For leased equipment, until the merchant does this verification YOU WILL NOT BE PAID!

6. Finally, after the machines are installed and verified, you will be paid within two business days in the means you choose (direct deposit, mailed check, bank wire, etc.).

That's how a typical deal works. As you can see, it is quick and easy, which is why our sales representatives are able to earn so much money so quickly!

**Highlights**

*Selling Quantum Merchant Services' products and services is a simple six-step process.*

*You have the flexibility to decide whom you'd like to contact, and how.*

*We provide full support and instruction for completing the paperwork and installing the machines.*

## The Basic Five Profile

*Quantum Merchant Services offers products and services that can benefit virtually any business, but more than 80% of our customers have five characteristics in common. By pursuing leads that match our Basic Five Profile, you can rest assured that you're maximizing your sales performance. Specifically, try to make sales to the true decision-makers at businesses that have significant sales volume, personal customer interaction, a reluctance to accept checks, and outdated credit card processing equipment.*

Following our Basic Five Profile is a great way to identify potential clients and maximize your sales performance. Our Basic Five Profile will increase the likelihood of closing a sale on your first visit with a prospective client.

Practically all businesses are potential clients for Quantum Merchant Services, but more than 80% of our client base fits the Basic Five Profile. Once you have brainstormed a list of potential clients, run it by the following five criteria to see which businesses rise to the top of the list, and then concentrate your sales efforts on them for maximum effectiveness.

1. **Decision Makers.** We want our sales representatives to speak with a business's decision-maker, usually the owner. Unfortunately, the only decision that a manager can make is to say "no." If the owner is not available when you visit, come back later and do not waste your time speaking with the gatekeeper.
2. **Sales Volume.** We are looking for businesses that have an average monthly volume of Visa/MasterCard transactions of \$7,000 or more. The higher the volume is, the higher the savings for the business.
3. **Customer Interaction.** We mostly want to work with merchants who have face-to-face interactions with their customers. We are not as interested in merchants who conduct transactions via mail, phone, or the Internet. If merchants do not physically swipe the customer's card, then they cannot separate check/debit cards from credit cards, and they also pay higher discount rates for keyed transactions. These accounts will be accepted but your commissions and residuals will typically be lower.
4. **No Checks.** We would like to target merchants who don't accept checks or have had problems with bad checks. If you walk into the merchant's place of business and see a sign that says "No Checks," you'll know that this is a good sales prospect. Quantum Merchant Services is able to help merchants increase their revenue and decrease their costs by enabling them to accept checks without risks. Accepting a check is less expensive for the business than accepting credit cards and the payment is **GUARANTEED**.
5. **Old Equipment.** We specialize in service businesses that have outdated equipment. Look for businesses that don't have a PIN pad because this means that the merchant is not separating credit card transactions from check/debit card transactions. Also, look for equipment that prints all 16 digits of the credit card and/or the expiration date on the receipt. Current legislation prohibits merchants from using equipment that prints all 16 digits. Merchants must "truncate" the account number, which means replacing the first 12 digits with asterisks and revealing only the last four numbers of the credit card (for example, \*\*\*\*\*1111). They must also **ELIMINATE** the expiration date from the receipt. Your Sales Manager would be happy to provide you information about the penalties that are imposed on merchants who do not truncate credit card numbers in your area.

**Highlights**

***Pursuing business leads that meet the Basic Five Profile will maximize your sales.***

***More than 80% of our customers share five characteristics.***

***When pursuing sales leads, look for decision makers, high transaction volumes, customer interaction, a reluctance to accept checks, and outdated equipment.***

## The Best Sales Leads

*If you want to maximize your sales effectiveness, then you need to concentrate your efforts on selling to the businesses that stand to benefit the most from our products and services. We have assembled a list of the hottest sales prospects for Quantum Merchant Services' products and services. They have high monthly volumes of credit card and check/debit card transactions which make them ideal sales leads.*

Quantum Merchant Services have products and services that can help almost any business, but some businesses are more suitable sales prospects than others. Here is our list of the hottest sales prospects. We recommend focusing your sales efforts on these types of businesses because they typically have larger-than-average sales volumes. The higher their sales volume, the more money they'll save with our products and services. Quantum Merchant Services can help you obtain leads for a minimal cost.

Air Purifying Equipment	Compressors
Air Conditioning Contractors	Concrete Products
Air Conditioning Repair	Contractor Equipment
Aircraft Repair	Countertops
All-Terrain Vehicles	Cremation Services
Amusement Places	Dog & Cat Kennels
Antique Dealers	Diving Equipment
Appliance Dealers & Repair Shops	Doors & Windows
Archery Equipment	Draperies & Curtains
Art Galleries, Dealers & Supplies	Electric Equipment & Motors
Asphalt	Electronics
Auction Houses	Engines: Diesel & Gas
Automotive Sales, Services, Repairs & Parts	Exercise Programs & Equipment
Barbecue Equipment	Fabric Shops
Bark	Farm Equipment & Supplies
Bathtub Remodel & Repair	Feed Dealers & Stores
Beauty Salon & Supply	Fence Contractors
Beds & Mattresses	Fireplace Equipment
Bicycle Dealer & Repair	Floor Materials
Blinds, Mini & Vertical	Forklifts
Boat Dealers & Repair	Fuel
Brake Service & Repair	Funeral Homes & Directors
Bridal Shops	Furnaces Sales
Building Materials	Furniture
Buildings	Gates & Operating Devices
Burglar Alarms & Security	Generators
Cabinet & Markers	Gift Shops
Campers & Canopies	Golf Courses & Equipment
Canoes & Kayaks	Gun Shops
Carpet & Rug Dealers	Hair Replacement
Cemeteries	Hardware Stores
Child Care	Hardwoods
Clinics, Medical & Dental	Hearing Aids
Coffee Shops	Heat Pumps & Sales
Clothes	Horse Boarding & Training
Coins & Collectibles	Hospitals

Hydraulic Equipment  
Jewelers  
Kitchen Cabinets  
Knives  
Lawn Equipment  
Leather Goods  
Lighting Fixtures  
Logging Equipment  
Lumber  
Machine Shops  
Manufactured Homes  
Marble  
Marinas  
Medical Equipment  
Metal Fabricators  
Motels  
Motorcycles  
Motor Home Sales  
Muffler Shops  
Musical Instruments  
Office Furniture, Equipment & Supplies  
Oils  
Optical  
Oxygen  
Paint  
Patios & Decks  
Pianos  
Picture Frames  
Pipes  
Plating  
Playground Equipment  
Plumbing Fixtures & Supplies  
Ponds  
Pump Dealers & Repair  
Recreational Vehicles  
Radiators  
Restaurants  
Rentals  
Roofing Material  
Saddles & Harnesses

Safety Equipment  
Satellite Communication  
Saws  
Scrap Metal  
Security Equipment  
Shoes  
Ski Equipment  
Skydiving  
Snow Board & Mobiles Shop  
Sound Equipment  
Spas & Hot Tubs  
Sporting Goods  
Steel Distributors & Fabricators  
Storage Sheds  
Stereo, Hi-Fi  
Stoves  
Sunrooms & Solariums  
Swimming Pools  
Tanks  
Tarps  
Tattooing Shops  
Tents  
Television Dealers  
Tile & Ceramic Services  
Tire Dealers  
Tools  
Tractor Dealers  
Trailers & Hitches  
Transmission Repair  
Truck Accessories, Equipment & Repair  
Upholsterers  
Veterinarians  
Video Production  
Water Heaters  
Welding Services  
Winches  
Window Sales  
Wineries  
Woodworking

***Highlights***

*Knowing which businesses to target can make your sales efforts more effective.*

*Our list of common types of small businesses that have high monthly sales volume of credit card and check/debit card transactions takes the guesswork out of identifying sales leads.*

*By targeting the businesses on our list, you're sure to maximize your sales success.*



## Excluded Merchant Types and Products

Any Merchant On The Terminated Merchant File  
Age Verification  
Airlines  
Alcohol or Tobacco Sales (Non-Face-to-Face)  
Animal Sales and Breeding  
Any Product / Service Considered Illegal  
Audiotext  
Benefit Programs  
Charities through Outbound Telemarketing  
Check Cashing and Payment Related Services  
Coin and Collectable Dealers  
Stamp Dealers  
Dealers of Precious Metals and/or Precious Stones  
Collection Agencies  
Currency / Commodity Exchange  
Credit Card Protection  
Credit Counseling, Restoration  
Credit Repair Agencies  
Dating Services  
Discount Membership Clubs  
Drug Paraphernalia  
E-Cash Merchants  
Escort Services  
Freight Forwarders  
Future Delivery Beyond Three Months  
Gaming, Lottery or Raffles  
Gift Certificates  
Golf Clubs / Accessories (Not Including Golf Course Pro Shops)  
Health Insurance Providers  
Home Based Gun Dealers  
Import / Export  
Insurance  
Investment / Stock Advisors  
Multilevel or Pyramid Marketing  
Merchants Offering Incentives or Enticements  
Online Pharmacy  
Outbound Telemarketing / Direct Mail Campaigns  
Prepaid Legal Services  
Programs on How to Apply for Low Interest Credit Cards  
Rehabilitative Diet or Smoking Patches / Programs  
Replica Handbags, Sunglasses, Watches, Etc.  
Sexually Explicit Products and Services  
Timeshare Programs (Includes Advertising for Timeshares)  
Third Party Processors (Aggregators)  
Travel / Tour Agencies

## Seven Steps for Acquiring Merchant Visa/MC Statements

*By following just seven simple steps, you can convince a business owner to give you his or her recent Processing Statement. Then fax the statement to us and we'll fax back a full saving comparison showing exactly how much the business owner stands to save by choosing Quantum Merchant Services as its credit card processor. At that point making the sale is simple!*

We have created a simple seven-step process that virtually guarantees the business owner will gladly share a statement with you. Follow these seven steps and you'll be well on your way to making a sale.

1. Walk into the business without showing any sales presentation materials.
2. Say to the person behind the counter, "Hi, my name is \_\_\_\_\_ and I run a local business and I wanted to come by and introduce myself personally and see if there is a chance we might work together?"
3. Typically the person will say one of the following-
  - A. *I'm not the owner-* "Great is the owner here, and what is his/her name?" If not make sure to get information of when they will be there and what their name is. Then come back then.
  - B. *Hi \_\_\_\_\_ my name is \_\_\_\_\_, and what is it you do?* – "Well (owner's name) I noticed that you currently take credit cards, I specialize in managing merchant accounts and helping business owners find ways to save money and simplify their systems. I live and work in the area and take pride in providing great customer service. What I would love to do is take a look at the way you're set up and see if there are some ways I can help you."
4. It is important to now allow them to talk and you listen. This is where they will start to explain the reasons why they do not want you to provide an absolutely free and very quick analysis of their setup and how you can save them a lot of money. As a sales rep it is your job to listen (not argue) and assist them with ways you can help. These might include setting up an appointment when they have more time to talk, overcoming issues they have had with past providers, etc....
5. Once you have talked with merchant, allow them to show you the way they are set up and request a recent processing statement. Explain that you will need to fax this in to the corporate office for a quick analysis of the way they are currently being billed. The Saving statement typically takes about 24 hours to prepare (although we can do a quick 10-15min one when needed) so set up a time to return the next day when the owner will have time to go over it with you.
6. Fax the statements to **xxx-xxx-xxxx** and call your sales manager letting him/her know to be looking for it. Before you leave try to find out whether the merchant has a PINpad, outdated processing equipment, and the ability to accept checks without any risk. Find out how many processing terminals the owner has and whether the equipment is owned, rented or leased. If the owner leases, find out how many months remain on his lease (this is very important).

7. We will do a quick Savings Statement and call you before we send it back to you so that we can go over the information together. You will then present the savings to the owner and help them fill out the easy paperwork.

### **Highlights**

*These seven steps quickly gain the business owner's trust and lay the groundwork for making a sale.*

*Once you have the Processing statement, just fax it to us and we'll respond with in 24hrs with a full report detailing how much the business owner can save with us.*

*From that point, making the sale is easy and it's all up to you!*

## Underwriting Policies

*Once you make a sale, you're responsible for gathering all the necessary documentation to complete the merchant's application. The type of documentation needed varies depending on what type of business you're selling Quantum Merchant Services' products and services to. Simply refer to the handy bulleted lists below to ensure that you're gathering and submitting all the necessary information.*

Congratulations, you've made a sale! Now it's time to complete all the paperwork and gather the required documentation. The exact type of information you'll need to gather depends on the type of business you're working with. Read on for more information about what we'll need for the underwriting policies.

When you make a sale to a retail storefront business, you'll need to gather the following documentation:

- A fully completed Merchant Agreement. Intake Forms can be used as a worksheet if QMS is filling out the complete Merchant Agreement.
- One to three months of processing statements from the merchant's current processor.
- A VOIDED CHECK from the business account where they want their funds deposited. NOTE: If this is a temporary check, we MUST have a letter from the merchant's bank on official bank letterhead listing the name of the business, the account number and routing number. The letter must be signed by a bank representative with their direct phone number.

If the business is a Home Based or Internet or MO/TO (Mail Order/Telephone Order) or less than 30% swiped business, you will need the following:

- Business License
- Driver's License or Home Utility Bill of the signer

### *Highlights*

- *You need to do everything possible to make sure that your merchant's application is complete and that it includes all the necessary documentation.*
- *You will need to gather different documentation, depending on whether your merchant is a retail storefront business, a home-based business or a new business.*
- *By heeding these simple bulleted lists, you're sure to have all the necessary paperwork.*

## After the Sale

*Once the sale is made, you're almost free and clear to start working on the next one! We just need you to call your manager, send in all the paperwork, and then call once more to make sure that everything has been received. Double-check the list below to make sure that none of the important paperwork is overlooked.*

Congratulations once again for making a sale! Quantum Merchant Services' success is due to the hard work of entrepreneur sales representatives like you. Once you've made a sale, we ask that you follow these three simple steps to get all the paperwork in order.

1. Call your manager to let him or her know that you've made a sale.
2. Fax copies of all the paperwork to the our office at 1-866-542-8629:
  - A copy of the Merchant Application and Agreement.
  - A copy of the Non-Cancelable Lease Agreement (If applicable)
  - A copy of the merchant's voided check (tape it to a blank piece of paper).
  - If the merchant will be using our check imaging or check conversion services, a copy of the check agreement form.
  - Copies of one to three months of statements from the merchant's current provider, if applicable.
  - A copy of the business owner's driver's license, if possible.
  - A copy of the business license if possible.
3. One of the biggest challenges you'll have as a rep after getting an agreement is having to return to the business to ask for additional documentation or to have the owner re-sign an application. Here are some tips for successful faxing the first time.
  - If you're faxing a driver's license or social security card, make a CLEAR COPY and fax them separate from your applications and put the fax machine on the "PHOTO" setting. (DO NOT put your applications on this setting.)
  - Use the "FINE" or "SUPER FINE" setting for your applications.
  - Only use black ink on your applications, no color. Color will come through lighter an unreadable in most fax machines.
  - Fax the entire packet at the same time while you're at the business, wait 5 minutes after the fax has been sent and call the office to confirm that they've received it and that there's no problem with the fax.

### Highlights

- *Once you've made the sale, you're just three steps away from being finished.*
- *Call your manager to share the good news and then fax in all the required paperwork, being sure to call again to confirm receipt.*
- *Double-check against our bulleted list to make sure that you've remembered to get copies of all the documentation that's needed.*

## Equipment Installation

***Once you've made the sale and submitted all the required paperwork, Quantum Merchant Services' technical support department will help you to handle all the equipment installation. This is the time for you to encourage merchants to participate in our referral program, which provides additional income-earning opportunities for you. Once the equipment has been installed and the lease has been verified, your paycheck will be on its way to you!***

As a Quantum Merchant Services sales representative, you are responsible for generating new business and closing sales. Our technical support department will help you to handle all equipment installations. Our technical support department has an outstanding history of walking sales representatives and merchants through their initial installation, setup and lease verification.

Once installation is complete, you should encourage merchants to participate in our referral program. How does it work? If a merchant refers another merchant to us, and if that merchant chooses to become part of the Quantum Merchant Services family, then we will reimburse the referring merchant's first monthly lease payment. This is an excellent incentive for our current clients to help us find new ones!

When one of your merchants participates in the referral program, all of those referrals are credited to the sales representative who initially closed the sale. Therefore, encouraging merchants to participate in the referral program is a great way to increase your commissions and residual income.

Once installation is complete and the lease has been verified, you will receive your paycheck via direct deposit.

### ***Highlights***

- ***Our technical support staff will help you to handle all the equipment installation.***
- ***You should do everything you can to encourage the merchant to participate in our referral program, which generates income for you.***
- ***Once installation and lease verification is complete, your paycheck is on its way!***

## Getting Referrals

*If you've made a sale that has saved a merchant hundreds or thousands of dollars in processing fees, then you're fully justified in asking for referrals that can lead to additional sales. Here we offer some helpful tips for getting the referrals you need in order to pursue new sales leads.*

At Quantum Merchant Services, years of sales management experience have led us to believe that if you have honestly helped a merchant save thousands of dollars that would otherwise be paid to a processing company, you have earned the right to ask for referrals.

We encourage you to ask for referrals not only from the merchants to whom you make a sale, but also from those who didn't decide to sign up for Quantum Merchant Services' products and services. Here are a few ideas on how you can ask for – and get – referrals.

One simple, direct way to ask for a referral is to say, "[Mr./Ms. last name], our program is going to let you keep thousands of dollars that you used to send to your previous processing company. Who else can I help as we're helping you and your business?" Then take out a pen and start writing, because 90% of the time the business owner will respond by giving you the names of five or six friends or associates. You just have to be willing to ask!

Occasionally, merchants want to use the equipment and our processing services for a while before giving you referrals. In that situation, go to a store and buy the merchant a case of 21/4-inch thermal paper. Then drop by the merchant's place of business at the end of the month and give the case of paper to the merchant. Say, "Here is how you can thank me. Give me the names of five or six friends or people you do business with so that I can help them get involved in our fantastic program for cost savings." This is also an effective way to get testimonial letters.

If you choose to have a Quantum Merchant Services' technician install the equipment, he or she will ask the merchant to participate in our referral program. If the merchant makes successful referrals, then Quantum Merchant Services will reimburse the first monthly payment on the referring merchant's lease. The technician will inform the National Sales Manager, who will then notify the sales representative that the merchant has referrals waiting for his or her attention.

### *Highlights*

- *If you've helped a merchant save money, ask for referrals so that you can do the same for the owner's friends and business associates.*
- *Our simple tips and strategies almost guarantee that you'll get the referrals you're looking for.*
- *When merchants participate in our referral program, their first monthly lease payment is reimbursed!*

## Testimonial Letters

*When you're ready to close a sale, testimonial letters can be an extremely valuable asset to help you convince the merchant of the money-saving benefits of working with Quantum Merchant Services. Do everything in your power to get testimonial letters from merchants whom you've sold to in the past. You'll find that these letters are your greatest ally in closing future sales.*

The cost comparison sheet that shows exactly how much a merchant will save by switching to Quantum Merchant Services is the most powerful selling tool you have. Compelling testimonials are the next most powerful selling tool. Just imagine the impact of reading two or three persuasive testimonial letters to your sales prospect.

Each testimonial letter makes a positive statement about you and your company from the perspective of a happy merchant who made the same money-saving decision that you're asking your current sales prospect to make. The sales prospect will say "yes" to you and your offer because it suddenly feels like the right thing to do. Third-party testimonial letters can be a tremendous asset in your sales efforts.

Sixty days after a sale, go back and visit the merchant who bought Quantum Merchant Services' products and/or services. Ask how he or she feels about having switched processors. Then say, "[Mr./Ms. last name], you could really help me in my business. There are many merchants who don't know the value of our low rate and 0% debit savings. I would like you to write a three- or four-paragraph letter telling other merchants about how I have been able to help you. That would really help me when I speak to a new merchant. Is that okay with you?"

Merchants will almost always agree to write such a letter. These testimonial letters will help you close sales like nothing else can. When you are in a situation where the merchant is questioning your credibility, simply show him or her your favorite testimonial letters and ask, "Do you really think that all of the people whom I have done business with were wrong?" Faced with this proof of the benefits of working with Quantum Merchant Services, the merchant will be much more likely to close the sale.

### *Highlights*

- *Testimonials letters often make the difference in your ability to close a new sale.*
- *Getting testimonial letters from satisfied customers is easy if you heed our simple tips and techniques.*
- *Nothing beats the persuasive power of hearing about another customer's satisfaction.*



## Other Products & Services: Check Guarantee Program

*Merchants who are leery of accepting checks from their customers instantly grasp the value of our Check Guarantee Program, which guarantees that they'll never again have to try to collect on a bounced check. They simply run customers' check through a check reader and instantly find out whether that customer has any outstanding bad checks. If the system is clear, the check guarantee company guarantees payment and the merchant can relax.*

The Quantum Merchant Services Check Guarantee Program is an extremely popular product that proves that when you help your merchants increase their profits, they will open doors for you.

The Check Guarantee Program guarantees that merchants will be paid when they accept checks from their customers. It is a type of insurance provided to merchants. The merchant pays a fee in exchange for the guarantee of knowing that the program will pay the merchant the full value of any bounced checks.

With this program, merchants no longer need to worry about accepting bad checks and then trying to collect on returned checks. Usually, the cost for this service is about the same as that of accepting a credit card payment.

Each check that the merchant accepts is verified. The check is run through a check reader or information is keyed into a terminal and the check guarantee company lets the merchant know whether the check writer has any outstanding bad checks. If the system shows no outstanding checks, the check guarantee company issues approval or an authorization number that guarantees payment for that particular check.

Our Check Guarantee Program even lets merchants accept out-of-state checks. The merchant simply swipes the check in the same way that he or she swipes a credit card then hands the check back to the customer. There is no need to go to the bank and deposit those checks only to find out later that funds are not available. With our program, the money is credited to the merchant's bank account within two business days, which is often faster than if deposited.

Participating in our Check Guarantee Program is a strong competitive advantage for the merchants. A sign stating "Checks Are Welcome" or "Your Check is Welcome" will pull customers into the store. Even with the emerging technologies and multiple payment methods available to U.S. consumers, checks remain a favorite way to pay. According to a recent study by the Federal Reserve System, more than 36.7 billion checks were written in 2007, making this the largest single non-cash payment method. These check transactions exceeded \$39.3 trillion dollars.

Our equipment package enables merchants to accept checks with absolutely no risk and includes a state-of-the-art check imaging system, credit card terminal, and PIN pad. This equipment helps merchants sell more. When you show our products to merchants, closing a deal and making high commissions becomes unbelievably simple.

### *Highlights*

- *Our Check Guarantee Program makes accepting checks a worry-free proposition.*
- *Merchants simply scan the checks and receive instant approval.*
- *Merchants who accept checks have a competitive advantage over those that do not.*

## Other Products & Services: Merchant Cash Advance Program

*Many of the merchants that fit the Basic Five profile are in need of extra capital to grow their businesses, yet aren't able to borrow from traditional banks. Our Merchant Cash Advance Program meets their need for cash and generates significant commissions for you at the same time. Plus, it's easy to cross-sell the Merchant Cash Advance Program with our Visa/MasterCard Program, meaning that your income-earning potential grows dramatically.*

The Quantum Merchant Services Merchant Cash Advance Program gives qualified small- to medium-sized merchants the essential capital that they need to grow, improve or expand their business. Through our program, merchants who have accepted Visa/MasterCard during the previous two years can quickly access \$1,500 to \$1,000,000 in cash.

The Merchant Cash Advance Program is designed primarily for businesses who find it difficult to borrow money from banks. Fortunately for you and our other Quantum Merchant Services sales representatives, these are exactly the same merchants who fit our Basic Five Profile. This means that the Merchant Cash Advance Program will facilitate Visa/MasterCard sales and vice versa, resulting in more satisfied customers and higher commissions and extra income for you.

Our Merchant Cash Advance Program has a 95% approval rate for applications. The merchant doesn't need good credit and tax returns are not required. A merchant can receive funds through the Merchant Cash Advance Program faster than from a commercial bank and with much less paperwork.

The Quantum Merchant Services Merchant Cash Advanced Program provides you, as a sales representative, with a distinct competitive edge in making the sale, as well as a compensation package that is just as lucrative as that of the Quantum Merchant Services Visa/MasterCard Program.

It's a win-win situation for you. The Merchant Cash Advance Program opens up doors for additional Visa/MasterCard sales while giving you additional compensation that can equal the money you earn by selling our traditional program.

### Commission Example:

Let's say that a merchant needs \$40,000 for inventory expansion. You work with the merchant to fill out a simple application and fax it to Quantum Merchant Services. When the funds are advanced to the merchant, you'll receive a commission of 1% or \$400.00. The merchant must process the application for the Merchant Cash Advance Program through Quantum Merchant Services.

### Highlights

- *Many of our potential customers need extra cash, yet cannot get it through bank loans. The Merchant Cash Advance Program gives merchants the cash they need fast.*
- *You can earn incredible commissions by cross-selling this program with our other products and services*

