**LEASING AND PROCESSING**

1. Pricing
   1. Interchange Plus (Normally 10bp to 40 bp plus .10 per transaction)
      1. Least expensive method
      2. Complicated Statements (about 10 to 90 interchange fees)
      3. Direct pass thru to Merchant of interchange fees
      4. Our profit margin clearly defined (total processing)
   2. Tiered
      1. Three levels (or Four Levels)
         1. Standard (non-reward, electronic, non-premium, debit)
         2. Tier 2 (Most Rewards, Electronic, POS, Premium, MOTO)
         3. Tier 3 (Business, Rewards, Non Standard, Authorization)
   3. Cash Discount
      1. Pass Thru of most or all of merchant fees to the CUSTOMER
      2. Customer Price is ususally 4% (3.5% or 3.25% on high ticket)
      3. Merchant Price charged can differ to “zero out” bill
2. Paperwork (Processing)
   1. Cover Sheet (required ALL accounts…if not cash discount..list pricing)
   2. Processing Application (required on ALL accounts)
   3. Driver License (required on ALL accounts)
   4. Merchant Statement (paid less if not included)
   5. Voided Check (business check…if not must get signed bank letter)
3. Paperwork Leasing
   1. New Paperwork Coming.
      1. Best Pricing method will be (45+3) which client owns at end.
      2. FMV is alternate pricing
      3. Lease Application PLUS ALL PROCESSING PAPERWORK!
4. Procedure
   1. Appointment and decide on Pricing Method and take Processing App and Leasing App. Get DL, Statement, Voided Check, Cover Sheet and mail to NSM AND leasing company AND processing company AND DLCC for SUBMISSION. FIRST ONE ALSO MAIL TO STEVE THARP!
   2. Follow up in 1-3 days via phone to let client know they are approved. IF YOU HAVE NOT RECEIVED APPROVAL YET PLEASE HAVE NSM CONTACT ME! NSM should have a list of issues DAILY for their people
   3. Follow up 2-4 days later to INSTALL MACHINE. This is NOT difficult to do! Plug in cord and IP or phone cord (depending on communication)
   4. ALSO WHILE THERE have client SIGN D and A (Delivery and Acknowledgement Form). This MUST be SENT BACK TO LEASING COMPANY ASAP OR WE ARE NOT PAID!
   5. LEASING COMPANY WILL CHECK AND VERIFY EVRYTHING IS OKAY! ADVISE CLIENT TO TAKE CALL AND LET THEM KNOW I INSTALLED SUCCESSFULLY. IF SOMETHING IS WRONG…CLIENT SHOULD CALL YOU (NOT DISCUSS WITH LEASING COMPANY)!
   6. Follow up 2 days later and make sure client machine working okay and processing correctly. (Processing is NOT PAID until they start processing. Leasing is NOT PAID until
   7. Follow up a month later to GO OVER STATEMENT.
   8. ON EVERY CALL YOU SHOULD TAKE A REFERRAL SHEET. WHICH BUSINESS OWNERS DO YOU KNOW? CAN I CONTACT THESE PEOPLE? MAY I LET THEM KNOW YOU ARE A CLIENT OF MINE?
   9. SET UP A FOLLOW UP CALL EVERY 3 OR 6 MONTHS! THIS ELIMINATES THE COMPETITION! If they don’t know or remember you, they will want to remember someone else!

Even the BEST salesmen do not get every sale. Even the best salesmen cannot satisfy every client. Even the best clients cannot satisfy every one of their customers (such as in cash discount method OR how their food tastes etc.). REMEMBER THAT! THIS DOES NOT GIVE US AN EXCUSE NOT TO DO OUR JOB!

1. POS SYSTEMS
   1. List approved by leasing company is on website.
   2. A POS pricing is FIRST the lease proceeds MINUS the cost of the machine. MAKE SURE YOU GIVE YOURSELF ENOUGH TO MAKE MONEY ON THESE. Most POS machines run 800 to 1800 PER MACHINE AND DOES NOT INCLUDE OPTIONAL EQUIPMENT! Most restaurants are going to need things like extra printers, scanners, kitchen monitors, tablets, table top units, extra POS for office, ETC. YOU MUST DISCUSS WHAT THEY HAVE NOW, TAKE PICTURES OF EACH ROOM AND EACH MACHINE POSITIONING AND OFFICE AND ALL OTHER THINGS NEEDED TO PASS ON TO THE DEMO PERSON AND PROCESSOR!
   3. Start with Client meeting, taking pictures of setup or have diagram of proposed setup.
   4. Schedule Meeting with POS person (if leasing then speak with Shopkeep) AND NSM AND ME! DO NOT SCHEDULE MEETING WITH CLIENT UNTIL THIS IS DONE FIRST! Otherwise you MAY NOT GET PAID! Have them recommend based on the schematic, setup, current equipment placement, what they recommend to improve their current situation AND THEN GET PRICING OF ALL EQUIPMENT AND OPTIONAL EQUIPMENT. LET THEM KNOW IN WRITING NOT TO DISCUSS PRICING WITH CLIENT BECAUSE WE LEASE! THAT IS US! Then get a couple of time slots to speak with client. Discuss any pricing for install or setup (if any).
   5. Go BACK TO THE CLIENT and write up lease and schedule DEMO with Relations manager of POS Company. If you are going to have an external payment button added for cash discount, please DISCUSS THIS with relations manager BEFORE speaking with client. Normally there is no charge for this.
   6. Follow up with client and relations manager as to timing of equipment to be delivered after demo call (within 2 days).
   7. BE THERE ON DELIVERY DAY.
   8. Follow up with client 1 to 2 days later to make sure running properly