**Hi I am with Finical Credit card solutions, may I have 5 minutes of your time?** (Any resistance)…I understand…you must get a million people like me calling you every day and it is annoying. Please just hear me out for a minute, and if I make sense we will continue, if not, I will leave. Fair enough? (If no resistance, just continue with the following questions as well)

**Did you know that almost 90% of your credit card fees are called interchange fees? These are the fees the CREDIT CARD COMPANIES AND MERCHANT BANKS CHARGE YOU.**

**Two things I can GUARANTEE you about the Credit Card Companies:**

1. **Merchant Banks and Credit Card** companies **will make these interchange fees rise** despite the Dodd Frank Amendment. **In fact THEY ALREADY HAVE!**
2. **Rewards Cards** will continue to be the main focus by MC, V, Discover, AMEX because **THEY COLLECT HIGHER INTERCHANGE FEES!**

**Two things I can GUARANTEE to Merchants who continue to pay these fees:**

1. Interchange fees will continue to **suck profits out of your business**
2. You as a merchant **will be forced to raise prices to your customer** if you continue to pay interchange fees **or be forced out of business**.

**INTERCHANGE FEES ARE A MAJOR PROBLEM!** There are only 2 solutions for the **MERCHANT to STOP PAYING INTERCHANGE FEES (almost 40% switched over):**

1. **Buy a Merchant Bank.** Now most businesses do NOT have a Billion Dollars to do this (Walmart chose this route).
2. **Offer a CASH DISCOUNT PROGRAM.** What this does is pass the interchange fees to the people who receive the rewards. YOU HAVE ALREADY BEEN DOING THIS AND JUST NEVER NOTICED. Fact is MOST PEOPLE DON’T! **DLCC THROUGH FINICAL WAS THE FIRST COMPANY TO UTILIZE THE NEW LAW.**

**I WANT TO BE THE LAST PROCESSING AGENT YOU EVER HAVE TO LISTEN TO!**

**EDUCATION ABOUT INTERCHANGE FEES:**

**What does it pay for?**

1. **Advertising (DEPOSITORIES)**
   1. VISA – The best way for people to pay everywhere
   2. Master Card – Priceless
   3. Discover – Talk to a real person
   4. AMEX – Aretha Franklin singing
   5. FACT – VISA alone spent OVER 500 MILLION DOLLARS ON ADVERTISING ALONE.
2. **Collections (DEADBEATS)**
   1. Have you ever received “junk mail” already approved credit card?
   2. Capital One – You have just been approved
   3. Fact is that these cards get in ALMOST EVERYBODY’S HANDS because YOU the MERCHANT pay for these “charge-offs” , collection fees, attorney letters, and legal fees
   4. ANOTHER FACT – This is ANOTHER billion dollar industry YOU THE MERCHANT are paying for.
3. **Rewards and Business Class Cards (DIVIDENDS)**
   1. Did you know that a reward card charges more than 1% MORE THAN other credit cards? The INTERCHANGE FEE on these cards as well as business cards is as much as 2.95% PLUS .10 per transaction. This converts to about 4% on a $10.00 transaction. This ALSO means that transactions for UNDER $10.00 may pay 5%,6%,7% OR MORE and there is NOTHING you can do about it….UNTIL NOW!
   2. Business Class Cards – This is ANOTHER high fee credit card compared to most.
   3. Debit Cards – These are the cheapest cards BUT have the HIGHEST PER TRANSACTION FEES! This can be as much as .21 per transaction!

**I call Interchange Fees the 3 D’s. Depositories, Deadbeats, and Dividends! My question to YOU Mr. Merchant is simple: WHO SHOULD PAY FOR THESE FEES? (If the client says the customer, CLOSE and GIVE THE LAST PAGE TO MERCHANT)**

**RE EDUCATING THE MERCHANT TO HIGHER PROFITS AND TAKING A NEGATIVE TO A POSITIVE: (THIS IS YOURS, GIVE NEXT PAGE TO MERCHANT)**

1. **Fact 1 – 90% of the people WILL JUST PAY THEIR BILL and ACCEPT that this convenience fee is just part of doing business OR just ignore altogether.** Here is an example you will be all too familiar with…Have you ever paid for a “soda pop tax”? Have you ever had a restaurant ask you “Are you taking this to go or eating here? Have you ever noticed in some high end restaurants a “special service fee” or they tack on 18% tip charge for larger parties? OF COURSE YOU HAVE. Did you know that in many large restaurants that 18% tip charge is REALLY 15% tip and 3% convenience fee for the credit card? The normal “cash discount program is 4%” but the restaurant knows that a certain percentage of people pay cash and they NEVER GIVE BACK THE 3%!
2. **Fact 2 –** Of the remaining 10%, most will just want to know what that charge means. You simply tell the client the truth: Our business OFFERS A DISCOUNT for those who pay CASH! This amount is designated on your bill. For some, they will be fine with the explanation and not care. For some, they may pay cash, and for some they may start to seem upset. SO HOW DO I HANDLE THIS 1% or 2% of the people? Think about it…have you ever had a customer dissatisfied with their meal, not like your service, or return your product? Not often or I wouldn’t be talking to you. This is NO DIFFERENT. Simply say, I understand Mr. Client and I will be happy to waive that fee for you this time since you did not know. **PROBLEM SOLVED!**
3. **Fact 3 – People will come back BECAUSE THEY LIKE YOUR STORE, YOUR FOOD, YOUR SERVICE, OR YOUR BUSINESS.** Most people will not care if the bill is $100.00 for dinner for 4 or $104.00 for dinner for 4 IF they like the meal AND THEY WILL BE BACK!Actually in the LONG RUN your business will INCREASE because YOU will not have to raise prices as often to compensate for the rise in interchange fees! THINK ABOUT IT?

**REMEMBER AND TEACH YOUR STAFF IN YOUR STAFF MEETING. Waitress…get the manager…manager should know how to handle from the above solutions. Pass this out to ALL of your management staff as problem solving.**

**Are you READY TO INCREASE YOUR BOTTOM LINE? (CLOSE)**

**MERCHANT TO MANAGEMENT TRAINING TOOL**

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