

ETA Electronic Transactions Association Annual Meeting and Expo
 Annual Meeting and Expo April 15-17, 2008 - Mandalay Bay Resort & Casino - Las Vegas, Nevada

Sales Super Session, Part C

The Value-Add Edge
Increase Your Sales With Non-Traditional Offerings

Ed Freedman
 CEO
 Total Merchant Services

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Selling Value Added Services and Products = Closing More Deals, Lower Attrition and Higher Margins.

"You need to sell value-added products and services because it's going to help you close more deals. Yes, you'll end up making some more money as well - but that's not the focus."

Two Fold Focus

- Increased number of appointments you're able to get by leading with value added services/products
- Your closing percentages are going to go up."

Additional Benefits

- Retention
- Merchants are less price-sensitive

The Results; Closing More Deals, Lower Attrition and Higher Margins

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Select the Right Terminal:

- Multi App Capable
- High Speed Modem
- Dual Comm



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Select Appropriate Programs

- Check Services
- Cash Advance
- Gift/Loyalty Cards
- Pre-Paid Apps



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Select Appropriate Products

- Dual-Comm / IP enabled Terminals
- Contactless Readers
- Locked-Down Terminals



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**Let's take a look at what leading ISO's
are doing today.**

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FREE to Sell or Lease With the Free Terminal Program, make the most money possible - at no cost to you!

Your options:

- 1** Hypercom T4100 (Multi-App, Dual Camera, IP enabled)
 ✓ Accepts Credit, Debit, Check and EBT
 ✓ Fast Integrated Thermal Printer
 ✓ Secure Integrated PIN Pad
- 2** Hypercom T4100 (Multi-App, Dual Camera, IP enabled) plus HighRes Check Imager
- 3** Hypercom T4100 (Multi-App, Dual Camera, IP enabled) plus W/Check-accept Contactless Reader Kit

Sell, Lease or Place? The Choice - And ALL The Money - Is Yours!

total merchant services
 payment solutions for your business

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FREE to Place Place any terminal below at a merchant location through our Free Placement Program, and receive a \$200 production or a \$300-\$500 conversion bonus payment.

Your options:

- 1** Hypercom T4100 (Multi-App, Dual Camera, IP enabled)
 Credit, Debit, Check and EBT
- 2** Hypercom T4100 (Multi-App, Dual Camera, IP enabled) plus HighRes Check Imager
- 3** Hypercom T4100 (Multi-App, Dual Camera, IP enabled) plus W/Check-accept Contactless Reader Kit
- 4** Nink 8000 GPS (Wireless Terminal)

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Thank You

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