

**ETAU: COLLEGE OF GENERAL STUDIES**  
**INTRODUCTION TO SALES AND MARKETING**  
**2009 COURSE OUTLINE**

---

**Learning Objectives:** At the end of the course, participants should be able to:

- Understand the different types of selling organizations, their roles and responsibilities undertaken by each type
- Understand the basics of establishing your sales office
- Identify vertical markets to sell to
- Understand the fundamentals of marketing as well as the available resources utilized by the ISO community currently
- Understand how to read a merchant statement and the fundamentals of pricing a merchant account
- Understand the fundamentals of relationship management to increase sales and reduce attrition
- Define action items and set goals

**Recap of Electronic Processing "A Day in the Life of a Transaction"**

⇒ **Overview of Sales Marketing Categories**

- I. Industry players
- II. Establishing your office
- III. Identify vertical markets and lead generation
- IV. Introductory marketing
- V. Merchant sales and service
- VI. Relationship management
- VII. Summary and action items

**I. Industry Players**

- ❖ Recap of *Introduction to Electronic Processing "A Day in the Life of a Transaction"*
- ❖ The networks
- ❖ Acquirers
- ❖ Processing platforms
- ❖ VARs and Gateways
- ❖ Categories of ISOs

**II. Establishing your Office**

- ❖ Identify and select your ISO/acquirer/processor
- ❖ Setting-up vendor relationships

**III. Identify Vertical Markets**

- ❖ Market niches

**IV. Introductory Marketing**

- ❖ Tools
- ❖ Programs and strategy
- ❖ Overview of product launches and brand management

**V. Merchant Sales & Service**

- ❖ How to read a merchant statement
- ❖ Merchant pricing
- ❖ Servicing a merchant

**VI. Relationship Management**

- ❖ Goal setting (with your acquirer or ISO)

**VII. Summary and Action Items**

- ❖ Recap of the topics covered as well as an overview of topics to be covered in the *Introduction to Operations & Introduction to Technology* courses
- ❖ Action Items