

# FIELD GUIDE FOR THE NEW SMALL ISO

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HOW TO GET AHEAD IN A CROWDED INDUSTRY

**FIELDGUIDE**  
ENTERPRISES, LLC



# NOT YOUR FATHER'S INDUSTRY, NOT EVEN CLOSE

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- MERCHANT SERVICES IS CROWDED IN MOST COMMON MERCHANT AREAS
- THERE IS STILL ROOM TO BE A SUCCESS
- TO GET AHEAD YOU MUST BE
  - FOCUSED
  - VALUE DRIVEN
  - INNOVATIVE
- GAME CHANGING





# WHAT NOT TO DO

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- DON'T GO HEAD TO HEAD WITH BIG GUYS
- DON'T SELL WHAT YOU ALWAYS SOLD
- DON'T SELL WHAT WILL NOT MAKE DECENT PROFITS FOR YOU
- DON'T TRY TO RE-CREATE WHAT HAS ALREADY BEEN SUCCESSFUL





# WHAT YOU SHOULD DO

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- TAKE INVENTORY
- FIND A LESS DEVELOPED MARKET NICHE
- FIND/DEVELOP THE HIGH VALUE SOLUTION
- CREATE A NEW WAY TO REACH THE MERCHANT
- GO THE EXTRA MILE TO FIND THE HIDDEN MERCHANT BUSINESS
- STAY IN IT FOR THE LONG HAUL



# WHAT IS WORKING TODAY IN MERCHANT SERVICES SALES?

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- LOWER FEES
- INTEGRATED POS
- ENTERPRISE SOFTWARE
- DEVELOPER-BASED PAYMENTS INTEGRATION
- SERVICES TO BUILD REVENUES, KEEP CLIENTS
- LOCAL PROVIDER
- FULL SERVICE COMMITMENT



# WHY ARE THESE APPROACHES WORKING TODAY- MERCHANT?

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- RELIEF ON BURN RATE
- INTEGRATES INTO CORE PROCESS OF THE MERCHANT BUSINESS
- ELIMINATES EXTRA STEPS, RECONCILIATION
- KEEPS CUSTOMERS, REVENUES COMING
- PROVIDES PERSONAL SAFETY NET
- GIVES MERCHANT CONFIDENCE



# WHAT ADVICE FOR THE NEW SMALL ISO?

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- DEVELOP MARKET NICHE EXPERTISE
- DEVELOP PARTNERS WHO CONTROL NICHES
- DEFINE AND UNDERSTAND YOUR VALUE
- WORK HARD ON UNDERSTANDING YOUR COMPETITION
- DEFINE AND DELIVER VALUE, PROFITS WILL FOLLOW



# GUIDE FOR THE NEWLY CREATED ISO

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