



# *“Not The Same Old Sales Strategies”*

October 15<sup>th</sup>, 2009

UK: LSE: AIM: PPT & PPTR

US: OTC QX: PLPM



# *Past Ten Years vs. Today*

- Terminal leasing with big bonuses vs. free terminal programs.
- Selling basic processing vs. more add-on products, such as Pre-Paid, Cash Advance, Multi-Currency, Wireless, etc.
- Competing on price (discount and transaction fees) with margin built in vs. Price isn't everything, must sell more to merchants to make up margins.
- Sales agents vs. Consultants
- Paying applications fees vs. Receiving application bonuses.



# Considerations for Today's Market

- ➔ Economy – Buying habits/Closing businesses/Lower revenues
- ➔ Failure of financial institutions – Affect on ISO's/Residuals
- ➔ Saturated Market – New offices/Agents
- ➔ Association Changes – Fees and Regulation changes
- ➔ Agent Attrition – Changing programs



# Our Industry Experts

## → Jeff Marcous –

- Founder and President of Dharma Merchant Services
- Over 17 yrs Industry experience

## → Adil Moussa –

- Analyst with Aite Group, LLC.
- Over 13 yrs Industry experience

## → Marc Beauchamp:

- Founder of The Bankcard Boot Camp
- Author of “How to Survive and Thrive in the Merchant Services Industry”
- Over 15 yrs Industry experience

## → Mark Dunn:

- Founded and President of Field Guide for ISO's, LLC.
- Over 20 yrs. Industry experience



# Agenda

- Not Your Same Old Sales Strategies – Jeff Marcous
- Efficient Merchant Acquisition – Adil Moussa
- Non Traditional Lead Generation – Marc Beauchamp
- Field Guide for the New Small ISO – Mark Dunn
- Panel Questions
- Open Forum Questions



Thank you!

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