

The Evolution Revolution

WSAA 2010



Presented by:
Greg Leos

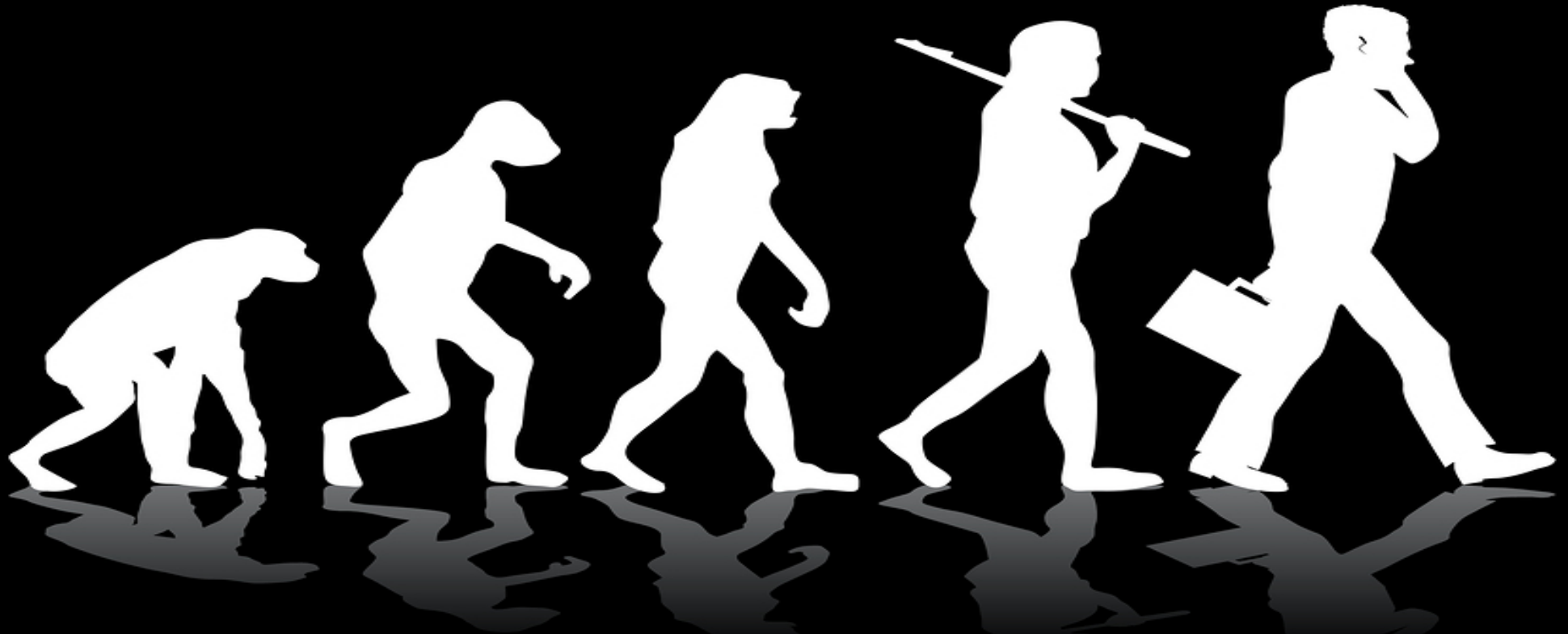
What may be commonly accepted today.....



....may not be **tomorrow**.



The need to evolve



We aren't just credit cards anymore

- Mobile
- Pre-paid cards
- Gift & loyalty
- Alternative payments
- Dynamic currency conversion
- Wireless
- IP versus Dial terminals
- Integrated POS
- PCI compliance
- Interchange pricing



**But where
do I start?**

Listen and Learn



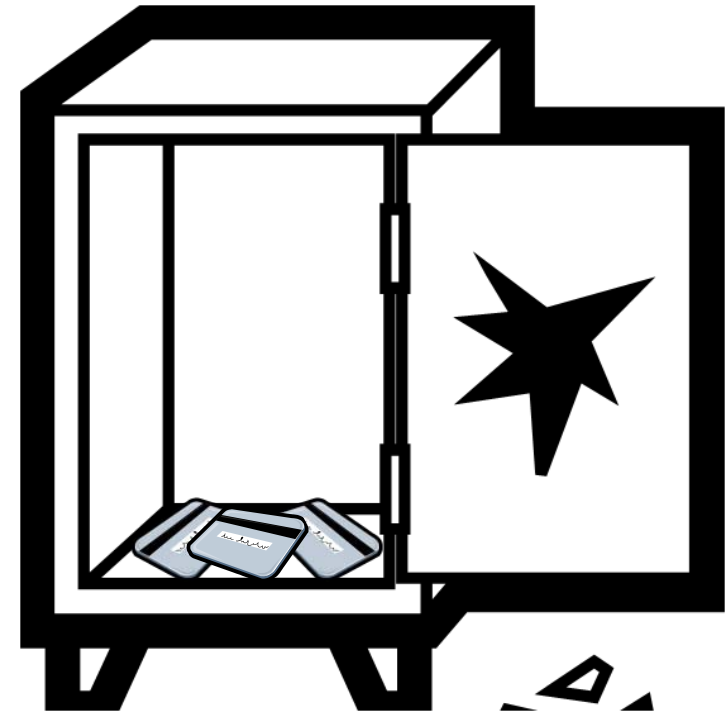
- Most merchants will tell you what they need...if you ask.
 - Ask open-ended questions in your sales pitch.
 - Set up regular meetings with existing clients.
 - Connect with merchant “pain points”.
- As a merchant’s needs evolve, so should you.

“Payments Expert” or “MLS”?

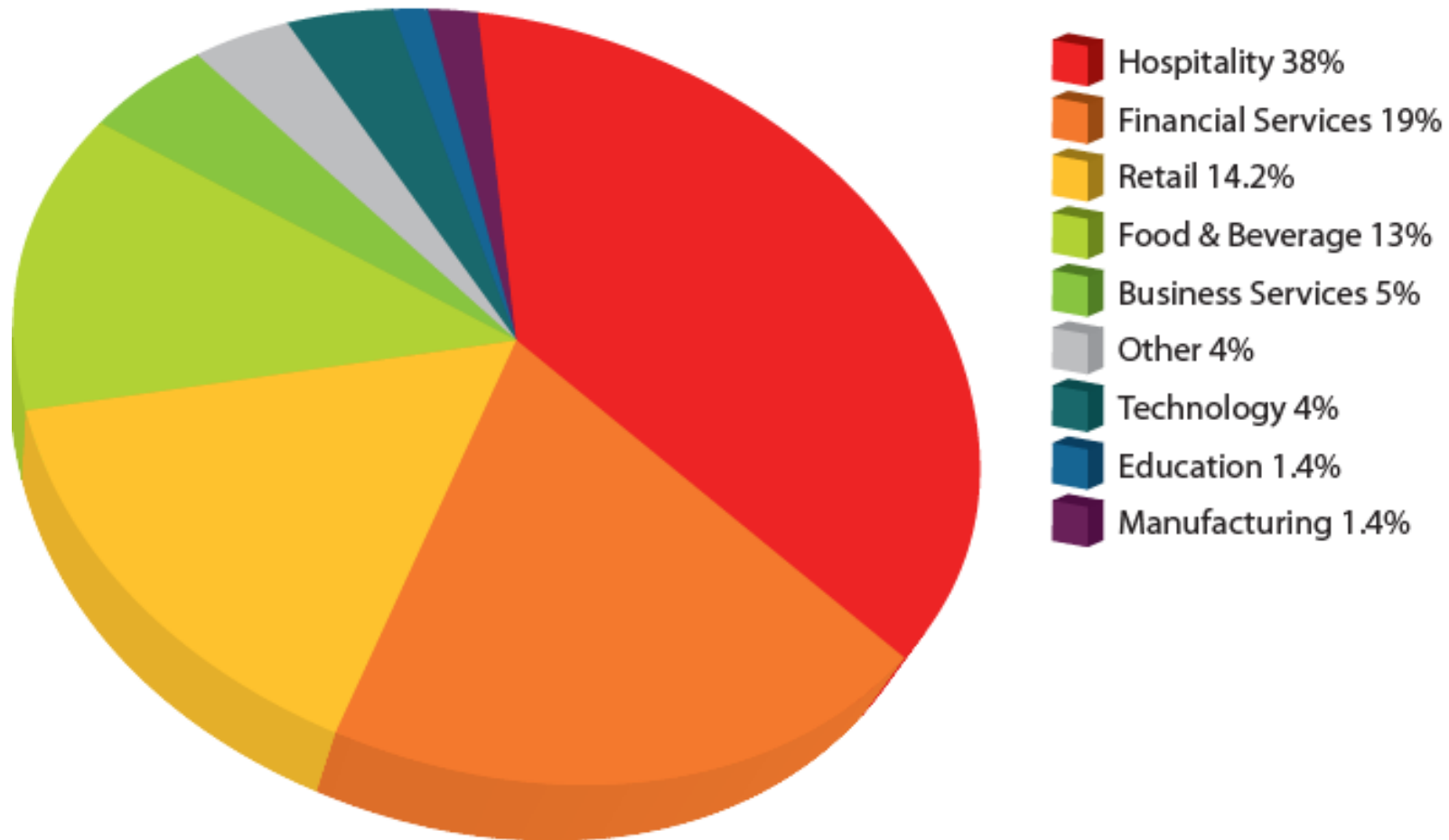
- **Educate** merchants on what they don't know - or don't have time to know.
 - PCI Compliance
 - Terminals vs. Integrated POS
 - Gift and Loyalty solutions
- Make **recommendations** to add value and stay relevant.
 - YOU have the experience so leverage it.
- **Communicate** new technologies, opportunities and industry changes.
 - Don't rely on others to engage your existing clients

Evolve into PCI

- Over 90% of compromises are Level 4
- 68% involve card present merchants
- The costs of a data breach can easily be \$25,000 to \$50,000 for Level 4 merchants (averaging about \$36,000).
- Typical costs for a Level 4 merchant:
 - **Mandatory forensics audit:** \$8,000 to \$20,000
 - **Card replacement costs:** \$3 and \$10 per card
 - **Compliance fines:** \$5,000 to \$50,000+ (depending on the size of the business and the nature of the offense that led to the breach)



Breach Incidents



A Call To Action

- Five new items that I can learn more about.
 - Mobile, loyalty, PCI, etc.
- Create a target list of existing clients and prospects to learn from.
 - Begin with “high touch” clients and target prospects.
- Adapt current sales pitch to include more than just credit card acceptance.
 - Include some - if not all - these new items.