**1st APPOINTMENT CHECKLIST**

UPDATED 02/06/2023 by Paul Kiriakos

**DEMOGRAPHICS**

Business Name:

Owners Name: Date:

Current Processor: Type of Terminal: Own/Rent

### \***Likes:** *“What do you like about your current setup now that hypothetically if you were going to switch, you’d want to make sure we could continue?— Can you walk me through your transaction/sales process?*

### \***Other Than Cost Improvements:** *“In addition to savings, what other improvements can we help make?” “What about your system could be easier/work better?” — Examples: Funding Timeline, POS upgrade, Payment Integration, Gift Cards/Loyalty, Mobile Readers, American Express Acceptance (fees and deposits), free rental/paper, chip reader, Apple Pay, internet connection, etc.*

### \***Savings Expectations:** *“Typically we can save a merchant 10% of their current fees (sometimes more or less)…Obviously we’ll do our best but just want to explain how processing works and set realistic expectations “ Have you heard of the cash discount program?”*

* *70-80% of fees are “Interchange” while 20-30% is processing. Typically we can provide savings on the 20-30% (unless it’s B2B).*
* *The caveat would be Cash Discount as that would essentially cover all fees.*

### \***Concerns:** *“If we could match the things you like, make the improvements discussed while finding you savings, what concerns would you have to making a switch?” “Ideally how would you like those concerns addressed?”*

### \***Additional Decision Makers (DMs):** *“In addition to yourself, who else would be impacted by this change?” “Who else would need to weigh in?”*

* *Examples: Business Partner, spouse/Family member, Manager/Employee, Bookkeeper/CPA*
* *If additional DMs, set a time to walk through this process & see if they can be a part of proposal meeting*

### \***Decision Timeline/Process:** *“I’ll come back at our next meeting with some answers for what we discussed. If we can match what you like, make the improvements and savings while addressing your concerns, would it make sense to move forward?”*

* *If YES, level set that process. If NO then dig into what we’re missing. “Yes? Ok, great! At our next meeting, assuming it makes sense, it’s a quick 15 minute application where we’ll need your business info, Federal Tax ID, voided check for deposits and owner officer info.”*

### **Other Notes:**

**\*SET NEXT MEETING (Day and Time):**