

# SALES STRATEGIES

Example of how Happi Axxidents assisted with FTS Merchant Processing sales strategies:

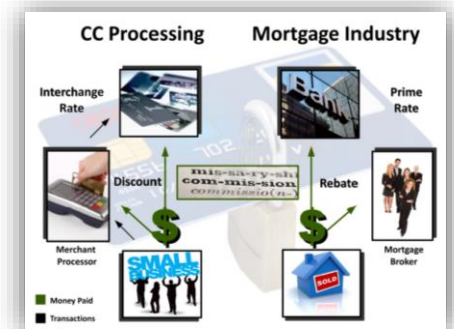
- ✓ Re-wrote sales scripts
- ✓ Designed a touch screen, interactive sales pitch
- ✓ Designed a email-able “one” sheet that visually explains what the offer was
- ✓ Cleaned up the spreadsheet enabling FTS to email information that is understandable
- ✓ Designed a referral sheet, taught how to use successfully
- ✓ Set up and taught self-set sales
- ✓ Set up and taught referral sales
- ✓ Wrote an intro email that details what FTS has to offer
  - Designed a shorter presentation to go along with email
- ✓ Hired and trained two other salespeople
- ✓ Shadowed both salespeople
- ✓ Distribute leads ensuring team has leads
- ✓ Designed sales tracking spreadsheets
- ✓ Designed qualified leads spreadsheet, based off each individual telemarketer
- ✓ Designed and ran a “give-back” campaign giving FTS a positive outlook to local businesses
- ✓ Launched “Send-Out-Cards” campaign to increase client sustainability
- ✓ Designed Social Media campaign
- ✓ Designed bonus structure for sales team

Accomplishing....

- ❖ SIGNED OVER \$3.2 MILLION IN MONTHLY REOCCURRING BUSINESS
- ❖ SALES TOOLS AND STRATEGIES CREATED OVER \$5 MILLION IN MONTHLY REOCCURRING BUSINESS IN LESS THEN SEVEN MONTHS

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### Interchange

The transaction fee on credit card and debit card purchases charged by the banks that issue the cards. The interchange fee is designed to compensate for risk (the card user might not pay) and for the costs of processing a transaction. It is paid by the merchants who accept the cards for payment. An interchange fee typically comprises a fixed charge per transaction plus a percentage of the amount charged.}]

CC Program	Signatures/Rewards	Other Products
CPS/Retail	1.65% + \$0.10 per	1.51% + \$0.10
CPS/Small Ticket	1.65% + \$0.04 per	1.65% + \$0.04
CPS/Service Station	1.15% + \$0.25 per	1.15% + \$0.25
CPS/Restaurant	1.95% - 2.30% + \$0.10 per	1.54% + \$0.10

Debit Program	Regulated Check Card
CPS/Retail	0.05% + \$0.21
CPS/Restaurant	0.05% + \$0.21

