

Selling PinPay Merchant Accounts

Elements of a successful Sales Program

1] Prepare Yourself – Learn about the PinPay Service

Review the information provided at the PinPay websites: see- www.pinpay.net
<https://www.pinpaysoftcard.com/index.php> and www.softcard.biz

Read the Merchant FAQs (Frequently Asked Questions and Answers) available at the PinPay websites.

Read the Merchant white papers available at the PinPay websites.

Review and learn what is requested on the Merchant Application submittal form located on the PinPay websites.

Read the Agent FAQs available at the PinPay websites.

Review the “How It Works” information on the websites.

2] Learn the Major Market Applications for PinPay services

Online Store Merchants-

Money Distribution Businesses-

Money Receiver Businesses-

Store Front Merchants-

Review available materials on each of these markets-

3] Identify Candidate Merchants and Businesses

Friends and family contacts

Press and news articles

Internet searches and research

Industry directories and listings

Merchant and business associations

4] Whenever Possible, Collect Specific Information on Key Candidates

Identify the contact parties

Merchant or business products and services

Merchant and business operations, mission and growth goals

Current payment systems and costs associated with these services

Current charge back rates and costs

Current fraud loss concerns and desires for a solution

Type of customers and demographics of merchant's current customer base

5] Create your personalized 20 second....What and Why Statement

Write down and learn to speak with ease, a 20 second statement of what PinPay offers and why a merchant or business should join PinPay.

The purpose of the 20 second statement is to get the listener to give you the opportunity to discuss PinPay further or to agree to consider the opportunity.

Always offer to assist the individual in reviewing the PinPay opportunity.

Always offer to assist them in completing the online Merchant Account application.

6] To be successful, remember these points to counter objections

There are no long-term contracts.

There are no costs to join or to remain a PinPay participating merchant.

There are no fee surprises or cross-broader fees.

There are no monthly or annual fees.

There are no interferences with existing contracts or payment service agreements.

There are no charge backs.....ever.

There are no charge back fees.....ever.

There are no holdbacks or delays in payment- instant good funds.

There are no cancellation fees.

There are no reasons not to join PinPay.

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www.pinpay.net

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