

WHY MERCHANTS BUY AND HOW IT WORKS

EXPLORING THE CHANGING DYNAMIC IN
MERCHANT SERVICES

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WHY DO PEOPLE BUY?

- MULTIPLICITY OF REASONS
- THEY BUY FOR THEIR REASONS, NOT OURS
- WE ONLY KNOW IF WE ASK AND STUDY
- LET'S CONSIDER WHAT THE EXPERTS SAY



WHY DO PEOPLE BUY?

- “PRODUCTS THAT CREATE MEANING FOR BUYERS”
- “PRODUCTS THAT DELIVER MEANINGFUL EXPERIENCES”
- “TAP INTO THE PERSONAL MEANING AND STORY OF THE INDIVIDUAL”



AND MAYBE MORE IMPORTANT WHY DO PEOPLE STAY?

- “CREATES MEANING”
- “DELIVERS GREAT EXPERIENCES”
- “BECOMES THE STORY OF THE INDIVIDUAL”
- “INTEGRATES INTO THE VALUE THEY CREATE”
- “MAKES WORK EASIER, MORE REWARDING”



WHAT DO WE SELL?

- TERMINAL
- SERVICE
- PROCESSING
- CASH FLOW
- WHAT THEY ARE IN BUSINESS FOR
- WHY THEY ARE ALIVE



WHO HAS BOUGHT SOMETHING LATELY, WHERE YOU...?

- SPENT MORE THAN \$500
- MADE A THREE YEAR COMMITMENT
- GAVE THE SELLER YOUR BANK STATEMENTS, CREDIT INFORMATION
- RISKED A CANCELLATION FEE
- SIGNED A PERSONAL GUARANTEE!



WHAT ARE WE TALKING ABOUT HERE?

- HOUSE OR CONDO - MORTGAGE
- NEW CAR - AUTO LOAN
- CELL PHONE - MONTHLY BILLING
- CREDIT CARD TERMINAL - MONTHLY MINIMUM



MY EXAMPLE: BLACKBERRY CELL PHONE

- SYNCH CALENDAR WITH PC
- EMAILS PUSHED TO BLACKBERRY
- REDUCED PRICE
- WEB ACCESS
- BIG MEMORY
- USUAL FUN STUFF



MY SECOND EXAMPLE: MIDWEST AIRLINES

- GREAT FLYING EXPERIENCE
- SIGNATURE SEATING
- DIRECT FLIGHTS FROM MILWAUKEE
- HOMETOWN AIRLINE
- CAN GET WORK DONE ON FLIGHT



WHAT IS THE EXPERIENCE OF RETAIL MERCHANTS TODAY?

- LOSS IN SALES REVENUES
- EVEN LONGER HOURS FOR LESS PROFIT
- CASH FLOW CRUNCH
- FIGHT TO KEEP LOYAL CUSTOMERS
- MUST DELIVER MORE VALUE TO THEIR CLIENTS



WHAT IS WORKING TODAY IN MERCHANT SERVICES SALES?

- INTEGRATED POS
- ENTERPRISE SOFTWARE
- DEVELOPER-BASED PAYMENTS INTEGRATION
- SERVICES TO BUILD REVENUES, KEEP CLIENTS
- LOCAL PROVIDER
- FULL SERVICE COMMITMENT

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WHY ARE THESE APPROACHES WORKING TODAY- MERCHANT?

- INTEGRATES INTO CORE PROCESS OF THE MERCHANT BUSINESS
- ELIMINATES EXTRA STEPS, RECONCILIATION
- KEEPS REVENUES COMING
- PROVIDES PERSONAL SAFETY NET
- GIVES MERCHANT CONFIDENCE



WHAT ADVICE FOR SMALL ISO?

- DEVELOP MARKET NICHE EXPERTISE
- DEVELOP PARTNERS WHO CONTROL NICHES
- DEFINE AND UNDERSTAND YOUR VALUE
- WORK HARD ON UNDERSTANDING YOUR COMPETITION
- DEFINE AND DELIVER VALUE, PROFITS WILL FOLLOW



WHY MERCHANTS BUY

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