

# FIELD GUIDE ENTERPRISES, LLC

## AN OVERVIEW

### Field Guide Enterprises, LLC

Field Guide Enterprises, LLC was formed in May, 2004 to assist growing companies in finding cost-effective, high-impact sales and marketing strategies. The company specializes in three areas: executive consulting to merchant bankcard firms and companies selling through the merchant bankcard channel; sales training and seminars; and marketing design and communications.

### Executive Consulting

Mark Dunn, President of Field Guide Enterprises, brings eighteen years of sales and executive management experience in bankcard to his position as executive consultant to the electronic payments industry. His breadth of experience extends to every type of player in the industry: bankcard terminals, PC-based POS software, third-party processors, banks and ISO's. Mr. Dunn has been National Sales Manager of two ISO sales programs. In early 2003 Mr. Dunn co-founded the Midwest Acquirers Association (MWAA), the nation's largest regional bankcard trade association and was president of the MWAA for four consecutive years. He is currently treasurer of the MWAA.



### Sales Training and Seminars

Field Guide offers bankcard training that can be tailored to the needs of the client:

1. **Merchant bankcard sales training** - a two-day seminar that focuses on the real world business of contacting merchants, closing sales, accurately completing sales paperwork and post-sale follow-up.
2. **Intensive workshop on the ISO business** – a two-day seminar that gives an insider's look at owning and growing an ISO. Includes big picture, business metrics, profitability plus specific tips and techniques about building the business.
3. **Field Guide Seminar** - brings together the best industry speakers for a one-day session covering the crucial issues confronting the ISO industry.

### Marketing Design

The Field Guide team assists clients with definition of sales message, competitive analysis, sales channel structure, advertising and industry public relations. Also, the team maintains one of the largest private databases of agents, ISO's, acquirers and vendors.

[mark.dunn@gofieldguide.com](mailto:mark.dunn@gofieldguide.com)

Office: 262-966-2215 Cell Phone: 414-688-4740

[www.gofieldguide.com](http://www.gofieldguide.com)

**FIELDGUIDE**  
ENTERPRISES, LLC

