

## New Business Opportunity

# Licensed Dealer Program

**Would you like to be YOUR OWN BOSS and earn an Executive Income by this time next year?**

MerchantService.com is looking for motivated, entrepreneurial individuals who would like to own their own business with the right opportunity to make it as big as they want.

If you are the kind of person who is success-minded, enjoys a challenge and would like to break out of the 9 to 5 rat race, or If you've been down-sized or are semi-retired and looking for a way to make ends meet, then this could be just the opportunity you have been looking for. We offer a select few individuals in your area the chance to become a Licensed Dealer for a national, well-respected company in the merchant banking industry.

### **This is a Legitimate Business That You Can Run from Your Home**

We help small businesses increase their sales, accelerate their cash flows and reduce shrinkage and expenses by providing point-of-sale (POS) automation equipment and merchant banking services.

### **THIS IS NOT HARD!!!**

- **Sales experience required.**
- **Basic computer skills and access to the Internet required.**
- **No prior knowledge of POS equipment or Merchant Banking required.**
- **No degree or professional certifications required.**
- **Earn-As-You-Learn with hands-on direct sales support.**
- **EZ Lease Financing is available for virtually all the products you market.**
- **Turn-key marketing system gives you all the business you need and want.**

### **Unlike other businesses that drain your savings & don't work...**

- **NOT MLM or network Marketing.**
- **No hard-ball selling!!**
- **No need to approach your friends or relatives.**
- **No inventory to buy.**
- **We service Merchants ONLY with products for their own use, not for resale.**
- **Equipment & services in super high demand.**
- **Full or Part Time.**

## Why become a MerchantService.com Licensed Dealer?

### **Lucrative Current Period and Residual Incomes!**

Represent industry leading POS hardware, software and Merchant banking service for business & site management, security, transaction processing and inventory control to increase a Merchants profits that are unmatched in reliability, flexibility and ease-of-use. You will broaden your offering, offer “turn-key” solutions with services, speed up the sales process all while increasing your total compensation per sale.

### **Wealth of Marketing Materials**

With a great brand name and thousands of satisfied customers, you have a complete business offering ready for you to implement and start making immediate income. A store-within-the-store display is easy to set-up and operate. The LD Program includes product slicks, marketing & solicitation pieces, demo equipment, access to constantly updated MerchantService.com web site with contact management, acquired Merchant status reporting, bankcard analysis program, software demos, proposal library, residual reporting & more.

### **Expert Sales & Technical Support**

You add the program & products to your offering, solicit your established customers and work with your sales support team via toll free 800 voice and fax, email, on-line demo's, conference calls and proposal library to assist you in writing up, and closing, your prospects across all 50 states including Alaska & Hawaii. Support available toll free to directly assist you with technical issues with MerchantService.com on Monday thru Friday. Extended support is available for customer service from the processor or provider.

### **Lead Generation Program**

1. All leads generated by MerchantService.com will be distributed to the nearest Seasoned Dealer (6 accounts or more).
2. A Smart Dialer program is available and loaded with local pre-qualified prospects in your area ready for you to call.
3. Optional program is available for Seasoned Dealers (6 accounts or more) where pre-scheduled appointments can be provided to you at no up front cost.

### **Best-of-breed Technology**

Offer your customers leading edge products that are developed using some of the most advanced and reliable development tools available on the market today, ensuring reliability, efficiency and compatibility.

### **Marketing Co-op Program**

Various programs are available to help you leverage your marketing efforts including a Trade Show Booth, direct mailing pieces and much more.

## Program Requirements for existing retailers or resellers

1. Have an established business and customer base of businesses, government & educational channel sales with Internet commerce site, store front and/or outside sales force.
2. Submit a completed Licensed Dealer Application for review and approval by MerchantService.com. Application acceptance is generally based upon your experience, existing relationships with Merchants, your resources and commitment to provide adequate support to your Merchants.
3. Purchase a Sign-On package and demo equipment to complete a store-within-a-store offering or outfit your outside sales force. (Please see current Price List)
4. Request, and be approved, for a Sales Agent Name and file the approved name with local or state agency for business license.
5. Obtain Yellow Pages listing/ad under the section Credit Cards & Plans, or Cash Registers, or Point of Sale Equipment & Service, or ATM Cash Machines or other listings.
6. Plan & execute a direct marketing program for the new products & services to your established customers. Bundle in MerchantService.com products and services into your advertising and promotional offers.

### Distribution Model

MerchantService.com uses an open market distribution model and does not assign territories, nor assign exclusive selling rights throughout the U.S. MerchantService.com will review the current representation in an area for which an application has been submitted and take into consideration the following before approval:

- **Number of active Licensed Dealers currently in the area of question.**
- **Sales activity of those LD's and vertical markets those LD's target.**
- **Resellers facilities, customer base and ability to support and service customers.**

### Licensed Dealer Training Services

The Licensed Dealer program is designed for you to Earn-as-you Learn with hands-on direct sales support. As you learn to make the sale and write it up, your knowledge base will grow rapidly and you'll become self-sufficient. An optional program of training classes will be offered at the Corporate Offices to enable you to provide more effective solutions for your customers.

## Next Steps

**To become a Licensed Dealer authorized to market our leading edge product line of productivity and profitability enhancing solutions, please:**

1. Fill out the LD Application on line. Be sure to include a telephone number and time that's best to reach you at.
2. Conduct telephone interview of your LD Application, and agree to go forward.
3. Shortly thereafter you'll receive via email an NDA file. Print it out, complete it & fax it back to 888-843-9804.
4. Upon receipt of completed NDA you'll receive via email a LD Agreement, Equipment Commission Grid and Exhibit A Compensation Schedules. Print them out and complete the LD Agreement.
5. Mail in original completed copies of the NDA and LD Agreement with payment for Sign-on Package and whatever demo equipment & training you wish.
6. In a few days after receipt of your original documents & payment, you'll receive your sign-on kit with slicks, marketing materials and applications necessary to start selling.
7. Begin your marketing and solicitation efforts of establish customer relationships.
8. Add MerchantService.com products to your web site and store front, obtain Yellow Page listings under Security Systems, Cash Registers and other sections you haven't marketed to before.
9. Commence writing up Merchant applicants and closing sales.
10. Receive current period compensation the week of installation. Start receiving residual period compensation about 60 days later.

<b>Sign-On Package</b>	<b>Price</b>
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100 Color Business Cards & Digital File	Included
Application Package (Digital Files of all applications)	Included
Marketing Slicks (Digital Files)	Included
Color Product Slicks (Terminals, ATM's & others)	Included
Your Customized Marketing Sheets	Included
Email Address & Toll Free 800 + Ext with Voicemail	Included
<b>Total Sign-on Package Investment waived if you qualify (\$499.00 value)</b>	<b>Waived</b>

<b>Professional Training Course</b>	<b>Price</b>
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Held in Sarasota, this 2-day course provides comprehensive training	Included
Web Conference Training Available as well	Included

<b>Terms &amp; Conditions Agreement</b>	<b>Price</b>
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This is a real business opportunity with real costs! We have network fees, license fees for every person that signs on. MerchantService.com will provide for virtually 100% of your out of pocket expense for our program expenses for a period of 6 months to help you build your business and be successful. After six months the cost will be transferred to you at a rate of \$100.00 per month. This covers your monthly licensing expenses.

**These fees will continue to be waived however with sales!**

2 approved applications a month	25% discount	\$ 75.00
4 approved applications a month	50% discount	\$ 50.00
6 approved applications a month	75% discount	\$ 25.00
8 or more	100% discount	\$ 0.00