INTRODUCTIONS
ISO SUPPORT TEAM

CHRISTINA VERITY

Director of ISO Support

JENNIFER FONTANA

ISO Support Supervisor

RON LEICHT

ISO Support Proposal Lead

JONI MONAGHAN

ISO Support Representative

IMPACT 24

HOUSEKEEPING
PROCESSOR LEVEL TOOLS

- ISO Interface
- Forms and documents
- Granular merchant-level data
- Itemized residual reporting

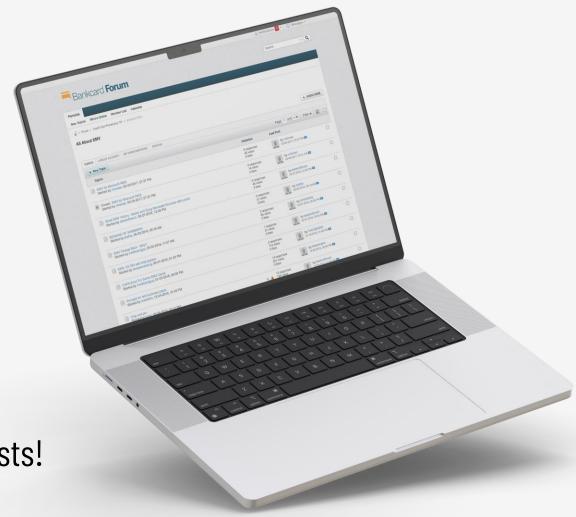You have the same system and resources that our staff uses internally!

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HOUSEKEEPING
BANKCARD FORUM

https://bankcardforum.com

- Important announcements
- Webinar archive
- Network with fellow active agents and ISOs

SUBSCRIBE to topics so you don't miss new posts!

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SALES
LEADS & REFERRAL SOURCES

1. What is your most successful source for merchant leads? Why?

2. Do you work with referral partners? How do you build those relationships? What splits or bonus programs do you offer to help drive production?

3. Do you offer referral bonuses to your merchants? Has this been a positive or negative experience for your office?

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BUSINESS VERTICALS

1. What is the most appealing vertical for you to sign? Why?

2. What verticals do you find most challenging?
    - Share ways to overcome those challenges.

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BEYOND PRICING

Sometimes signing a merchant requires more than just offering savings.

1. What are some value-added services you offer your merchants that put you ahead of your competition?

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MERCHANT COMPLIANCE

With all the programs available such as the Admin Fee program, Dual Pricing, and Surcharging, ensuring your merchants are operating in a compliant matter to avoid fines is of the utmost importance. At install, you can check to see if the merchant has the correct signage or posted prices, etc. to be compliant. If the merchant passes your compliance check at install, chances are good that when you leave the business they will continue operating correctly.

1.   What steps do you take to ensure the merchant is following the correct guidelines?

2.   What challenges have you run into and how have you been able to overcome them?

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