

Bridges between the five steps to a conversation. The idea of this is to teach you how to keep momentum moving forward. The five bridges are 1) intro, 2) short story, 3) presentation, 4) close, and 5) recap. There are two important bridges I'm going to teach you today.



Each one of these steps has a purpose and each one of these steps does not need to take very long. Let's go over the steps of your intro. The goal of your intro is to be likable and to just knock a couple of objections down right up front. I always say, "I know you're really busy and I know you probably get two calls on this a day. Let share what I need you to see, and I'll be out of your way." Those couple of things I said, **"I know you're busy, and I know you probably get a couple of calls every day, so let me just show you what's so unique about this real quick and I'll, get out of your hair."**

I'm killing objections. They can't tell me how busy they are. I already know that. I already identified that myself. But more importantly in the intro, you have to understand especially if you haven't been in sales, there's a cardinal rule and it's people buy because they like you and they trust you.

Now when you walk in the door on appearance, people don't necessarily know if you're trustable or not. They might make a millisecond decision, but that you can change. But being likable, people decide almost right away, especially if they think you're a salesperson. That's why **Smile Eye Contact Enthusiasm** combined with **Touch and Sight** - factors are so important.

You have to be a likable person, you have to be happy, you have to smile, you have to somehow immediately connect with them. That is the entire point of the intro it and doesn't have to take long. You don't need a big, long story telling them who the company is and what city they're out of and how long you've been in business and all this stuff because at this point, they do not even care and that is not the point of the intro. **Intros are real quick, and it is very, very important because people decide if they like you immediately.** So be likable!

Short story, the point of the short story is you're just piquing their interest., You're breaking the expected pattern. You're not explaining it. That's what the presentation is for, you're just slightly piquing their interest, figuratively smacking them in the face with the main point – Eliminate All Fees - you want to get it out there.

It's about delivering the message. The message we're delivering is we've have a program that's zero cost processing where you don't pay all those junk fees anymore to process cards. So what that means is you don't have a discount rate, transaction fee, you don't have an annual fee, a batch fee, all those little fees that you hate, we want to get rid of and we have a zero cost system. You have to understand something here in short story, **they're not actually listening to you.** They're not. You come in, you're like, I can get rid of your fees to process cards, this and that. They're usually not actually listening yet. They're literally thinking about giving you some excuse on why they don't have time to talk to you.

That's why I come in and say, I know you're busy and get a million calls. Because they can no longer say that, because as if I don't say that, I'm coming in telling them about this great program that I believe in, that I know will help them, that I know will put thousands of dollars in their pocket, and what's going through their head is as soon as he stops talking, I'm going to tell him I'm busy so that I can't have him in here anymore.

Okay? So that's why the intro is so important. In that short story, you're starting to deliver the message. You've opened enough time, because they can't tell you they're busy or they get a lot of calls, which bought you enough time to start delivering the message.



You must use visuals. Grab the pitch book and put it right in front of them. Touch them with it. Make them grab it. Make them look at it. Get their brain starting to actually think about what you're saying, because you're going to say it multiple times. We've got a program where you don't pay all those junk fees anymore to process cards. No more discount rate, transaction fee, annual fee, a batch fee, all those little fees that you hate.

You would pay zero. What that means is, that transaction fee, the discount rate, transaction fees, annual fees, the batch fees, the dues and assessments, all that junk is gone. **Look, show them the pitch book.** Now they're starting to think, they have to at some point start thinking about it real quick.

Let me show you. I love this line. Oh real quick **“let me show you,”** and you pull the application out. You're pulling it out or you've given them a flyer, or your using

your pitch book. They've taken a brief look at it, and as they're looking at the page you're just reiterating a couple of times; **“imagine if you didn't have these fees.”**



Now just let me let me show you because anyone can say whatever they want. Let me actually show you, **BOOM!** You pull the app out, the first page on the app should not be a bunch of blank boxes for their email address or phone number. The first page that they should see is a page that has all the **zero costs highlighted**. See look Mr. / Mrs. Merchant, see the discount rates, transaction fees, batch fees, statement fee, annual fee? It's zero. Look at this, it's crossed out with a **red X**, it's zero. All the fees that people hate that cost a lot of money, they're all zero!

Now what you're doing here, and this is your first bridge is that you're transitioning from the short story into the presentation. **Pulling the app out as a tool, is so critical because it's also your second bridge.**



Your first bridge keeps the momentum moving forward, it keeps their mind off making excuses and into truly thinking about what this program can do for them. Show them the main fees, they're zero. The main fees being the ones you heard me say before, I would be promoting no discount rate, no transaction fees, no statement fee, that with our program they're not there anymore.

I would be promoting batch fees that they're not there anymore because that's a daily one. I would be promoting there's no annual fees. Merchants hate annual fees a lot. Every January they're getting nailed with extra fees. Everyone's February bill is higher than normal because they got all these annual fees.



So, because we know that those fees are very disliked, let's promote that they won't have them anymore. Sales professionals, I want you to actually get used to where the fees are in the app, so you can point, tap the paper, and show them, look, it's zero, it's crossed out. Have you ever seen an app with the discount rate, transaction fee, batch fee, statement fee, and annual fee with a big ZERO? Probably not.

Now let's separate ourselves from the competition. They like us enough to where they're still talking to us. We showed them these pages to pique interest. We showed them that there's no fees at this point – we drove the point home. They should know what we're talking about. The first time you said it, they weren't listening by now they should know what the heck we're talking about.

They still might be like, man, I got a sales guy in here. How am I going to get him out of here? But they, at this point, they're probably thinking, well, let me give this guy another minute. Where's this going? Is this for real? That's because you piqued interest.

So now let's separate ourselves from the competition. I don't care if this is your first day. You need to understand that people are getting hit up. If you're in a metro area, forget it. I mean, you're talking five times a day on credit card processing. Out in the rural areas, it might be a couple times a week.

Okay, but you need to understand that, and you use it in your pitch. At this point, this is where we understand almost everyone in the industry wants to see your bill. Everyone comes in here and they want to see what your rates are, and they want to shave off a couple of pennies. I love this program because I don't even have to bother you with any of that.



I don't even need your bill. You know how much you pay. It's not important to me because we're going to get rid of it. Do you understand looking at this app where all the fees are crossed out, why this is so different than anything that's ever come in here before?

Let me ask you, since you're the one that knows how much you pay, and I don't need your bill, how much would a program like this put back on your bottom line?

What would go back in to your pocket as the owner of this business?

How much money will Dual Pricing put back in your pocket?

Processing Volume	Monthly Savings	Annual Savings
\$25,000	\$600	\$7,200
\$35,000	\$1,100	\$13,200
\$45,000	\$1,640	\$19,680
\$55,000	\$1,760	\$21,120
\$65,000	\$2,080	\$24,960
\$75,000	\$2,400	\$28,800
\$85,000	\$2,720	\$32,640
\$95,000	\$3,040	\$36,480
\$105,000	\$3,360	\$40,320
\$115,000	\$3,680	\$44,160
\$125,000	\$4,000	\$48,000
\$135,000	\$4,320	\$51,840
\$145,000	\$4,640	\$55,680
\$155,000	\$4,960	\$59,520

Are you paying \$1,200 a month here or are you more like in the \$1,500 range? Give them an either/or question. If we can, we want to know how much they're saving. And we don't want to do it by asking for their bill. Just let them ballpark for you. Wow, \$800.

Okay, so our conversation we're having right now is worth about \$9,600 a year for you.

Okay, I appreciate the time you're giving me. Hopefully at this point, I've established that this is pretty important. Let me ask you, \$9,600 a year, what could you do with that? Would you put that money back in your business or is there something in your personal life that you would like to put that money into?

How much money will Dual Pricing put back in your pocket?

Processing Volume	Monthly Savings	Annual Savings
\$25,000	\$800	\$9,600
\$30,000	\$1,120	\$13,440
\$40,000	\$1,440	\$17,280
\$50,000	\$1,760	\$21,120
\$60,000	\$2,080	\$24,960
\$70,000	\$2,400	\$28,800
\$80,000	\$2,720	\$32,640
\$90,000	\$3,040	\$36,480
\$100,000	\$3,360	\$40,320
\$110,000	\$3,680	\$44,160
\$120,000	\$4,000	\$48,000
\$130,000	\$4,320	\$51,840
\$140,000	\$4,640	\$55,680
\$150,000	\$4,960	\$59,520

At this point we want them to **feel the savings**, we want them to feel that money. This is already their money, we're just trying to make it so they **don't give it to somebody else**. It's already in their pocket, they're just giving it to somebody else. If you can get them to think about what they would do, now they're getting attached to the money. There starting to realize they have a better option and a choice to make today that can immediately create some

additional cash flow.

Now they're understanding the program, the value, that why giving you more time is important. Get them to identify what they would do is super, super important. So now it is time to explain how the dual pricing program works. You've piqued their interest. You've done some math and made it real for them. They've thought about, what they would do with the savings. You've identified how much they're going to save.

Now it's time to break down how this works and **what you're not going to do is just flat out, come out and say, hey, we're going to charge your customers**. That is NOT how technically not how it works anyways. And if you just come out and say things like that, you are really going to have a problem with them. You will hear; "I can't do that. I won't do that. Not interested." Your conversation will be done right there.

Dual Pricing is Becoming Increasingly Common Everywhere

The greatest advantage of our Dual Pricing program is that the software automatically adjusts all the point of purchase pricing NO CHANGES are required to your current operating methods.

Retail, Restaurant, Automotive, Medical, B2B, Service Industries, Education, Children, Manufacture and more others are all using our Dual Pricing program.

What you want to do is you want to normalize dual pricing and you want to soften the blow. The way that you normalize dual pricing is you give them explanations or examples that they can relate to, right?

So, you know how the gas stations if you ever been to a gas station where they have a cash price or they have a credit price Okay. Well, that's a form of dual pricing program. The gas station isn't

actually paying the fees on card transactions. Or have you ever gone online or if you went to Fandango about movie tickets, or have you been to the DMV or the, you know, local municipality, uh, government office and paid something with a Card? Okay. Well, they, they have a system in place that offsets their fees.

The way that they do that is they're incentivizing cash, right? If you pay with cash, then you don't have to pay that fee. But if you pay with a card, they're not the ones that are absorbing the fee, we the consumers are, okay? Make sense so far? That's how the dual pricing program works, and the great thing is it's all done automatically.



You're not changing anything you still go to your terminal you enter the price And if they pay via card, the terminal will do all of it by itself, and they'll even itemize it on the receipt. So at the end of the day, those nickels, dimes, and quarters per transaction that add up a lot to you, you will no longer absorb them on your end.

They're passed on in small increments included in the card price. That's how the Dual Pricing program works. When you explain it like that, they can relate to it. They've been the consumer, right? So people are used to this. So find those companies, especially if they're local, that they can relate to and realize, "I've been on the consumer side of this and it did not change my purchasing, uh, decisions." I still go there, even though I paid a little bit extra for pulling out my card.

Okay, you want to normalize it is the whole point that I'm making it here. Do not come out and just say, Oh, you're going to pass the fee on. That won't work very well.

To recap, we've done a lot of things by now; they like us, we're showing some trust by showing that we're different than the competition, they understand what we're talking about, which is the most important part. They should at least understand what's going on now, **and most importantly you're getting them emotionally feeling what they could do with the money.**

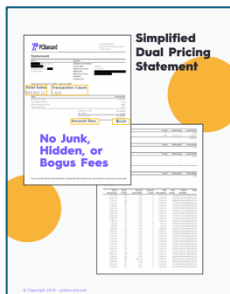
So now explain our full solution. Because at this point, the only thing you cannot overcome yet is they don't trust you and it's not you personally, it's the industry. This this is where you start talking about our business and our model. Again, I'm all about knowing the upcoming objections. I'm all about knowing, what they're thinking, whether they say it or not, and I know what they're thinking. So let's kill it.

before they have a chance to actually use it as a way to get us out. So if I understand right, you get it, there's nothing left to say about the program. You know the fees are gone. You know how much you will save, right? So we're done talking about that.

Let's move on. We need to keep momentum moving forward. Let's talk about what's gonna stop them from saying yes, **which is I don't trust you I've been burned**. I've had a lot of great companies and salespeople come in here that make all these promises and I'm almost always disappointed. I end up getting screwed because I was sold a lease and I can't get out of contract, right?

Now, that's what they're thinking, even though they want the savings. This is why you must understand our core business model, and this is why you want to promote our core business model. **“At this point, it's important that I let you know that we, we are very familiar with this industry, and I understand that most businesses, I don't know if you're in this boat, but most businesses I talk to haven't always been pleasantly surprised with their experience with processors and switching, right?”**

So I, I get that. And that's why I want to tell you why, why we're in business and, and what our entire model is founded on. **It's founded around putting you first**. And what I mean by that is everything we do is **month-to-month**, no termination fees, and we don't sell or lease equipment, we provide the terminal for free. The reason why we do that, Mr. and Mrs. Merchant, is because we know that people like you are very hesitant. We know that you're hesitant because of past experiences, and because we have so much field experience, our company has set up our solutions so that if you're in a position where if you're not happy, you're not going to be forced to stay with us.



And it's so important because number one that's the right thing to do, but more importantly we make our money **by you staying with us!** If you signed up with me today, **which is my goal**, we're not making a bunch of money - the company does not profit by you signing up. The company makes profit by you being happy and staying with us and continuing to swipe your cards through us. So the reason why I push on this and let people know how our

business model works. The one way that I can show you that we mean what we say because as a company we're not going to invest in you and give you no-charge terminals and do something that's going to make you unhappy where you're just going to leave.

That wouldn't make sense. That's because we wouldn't make any revenue, we would literally lose money if that was the case. We do ask that everyone gives us 60 days. I know that you'll be happy, but that's easy for me to say. I just need you to test it, and then **I know that you'll never switch again.**



Start writing on the app. Remember the app is already out in the packet and the very back, if you don't know where it is, the very back page.

So when I'm explaining our system, I'm also going to be grabbing things when I tell them there's a free terminal, I'm literally going to pull the free terminal format, show them, get it in front of them so that the words coming out of my mouth are backed by an actual document.

When I say that everything, we do is month-to-month, I am going to write on the app by it's month to month. You don't have to write it, but I write it because I want them to see it. I want to make it very clear, so in the special comments, around the top of the page or the bottom of the page, I don't care where you write it, write it anywhere.



As you're explaining the model, say, yeah, we give all free terminals, boom, here's that, let me show you that to verify. And also, we do month-to-month, meaning if you're not happy, you don't have to stay with us. And then I will write in month-to-month no contract term and if you want to put an initial next to it that's fine because what we're doing is we're just making it solid, right?

So start writing on the app and show the free terminal form while you're walking them through the app - without an awkward selling perspective - the app is being used as a tool to gain trust and your words match the fees crossed out. Once you're on the app, once you're putting pen to paper on the app, we're, we're starting to fill an app out.

We are already bridging into the close without the awkward selling perspective, right? That's why I said the, the pulling the app out is your first bridge and your path to the second bridge. Cause here's what kills deals. People have awkward pauses in their pitch or they take shortcuts and don't use the app to close deals.

If you're out there just pitching and just talking, and maybe you're using the pitch book but you don't actually pull the app out to use that as a tool, well at some point you don't have anything left to talk about and you want to go for the close.



But if the app isn't already out, when you go grab the app, unless they've said, hey let's do it, sign me up. That, that'll happen. It's pretty rare, those are the lay downs. But if you want to get good at this, most people don't say that. So, when you transition to grabbing the app, it makes people uncomfortable.

They liked the program, they liked you, they talked to you, they haven't fully made a decision, then you go grab the app, and man, you're gonna get a whole rapid fire list of reasons why they're not doing it today. Because they're, it's uncomfortable. Even worse, if there's a silent pause when you do it, That's even more awkward.

Oh, here's the sales guy coming out. Oh, here it comes. He's gonna try to get me But because you already have, with our selling model, with how I'm showing you, you literally have it out. You pulled the app out in a non-threatening way. You used it to gain trust. You use it to back up everything you're saying. **Don't trust what I'm saying, look at what's on the paper.** And as you're filling out and starting to put pen to paper, writing things like month-to-month, you're literally beginning the process of filling out an application. It's awesome.

At this point, you got to get a bridge line that I call it, the bridge close line. Everyone should have one. And once you find the one that works for you, this is going to make your whole business. I used this for many, many, many years. And once you get to this line, you either have a deal or you don't and you're going to move on.

Okay, so the savings is a no brainer. We've done everything to make this process as easy as possible for you. THE HARDEST PART IS WHAT WE'RE DOING RIGHT HERE. I'M BASICALLY DONE. IT ONLY TAKES ANOTHER COUPLE OF MINUTES. WHAT DO YOU SAY? YOU GONNA GIVE ME A SHOT? YOU'LL NEVER HAVE TO SWITCH AGAIN, AND YOU'LL NEVER HAVE FEES IF YOU DO. GIVE ME A SHOT. I stick my hand out and

get a handshake. If they shake my hand, we're doing business. I'm literally giving you the line that made me millions of dollars in residual income to this day, using.

At this point, there's not a lot left to talk about, they understand, and if they're giving you objections, then we'll address them, for sure. But if they're not giving us objections you go for it and now is the time. **"The hardest part about this is what we're doing right here. It literally takes me like three minutes,"** and I'm pointing at the app, which I can speak, um, which I already have on the table.

It's, it's so brilliantly done. It's so perfect. There are no weird pauses. **You'll never have to switch again.** That's your second bridge right there. And again, people get stuck between presentation and close. People can explain it. They can go to work hard. They can get people interested. That was one of the things at the beginning of this, many salespeople don't know how to transition.

They get stuck in a certain part. So having that app out is your bridge between the presentation and the close. The bridge close is your line. You must have some line that officially gets you off the presentation.

We officially don't have much left to talk about. You officially understand it. You officially understand our system. You know what you're going to save. There's nothing left to explain. Let's transition and get on the paperwork. You do that with a bridge closed line. **"The hardest part about this. Is what we're doing right here. It only takes me another three minutes and I can get out of your hair, what do you say you ready to get rid of that bill forever? I'LL BE YOUR GUY FOREVER GIVE ME A SHOT!** Then stick your hand out for a handshake!

Like I said, you'll either have a deal or you won't at that point. If throughout this whole process questions come in objections come up and we're going to address all them, but once you are filling out the app no more explaining! Once you're on the application, and they're filling it out with you, this deal is closed, all you got to do is not mess it up.

The way that you mess up a deal is you keep explaining stuff. Okay, when you're on that app, once you're asking for address and phone number, no more details, no more unnecessary questions. The only questions at that point are filling, or whatever is in front of you on the application. These deals are so fragile and the

slightest thing that you say can trigger them coming up with 10 more rebuttals So once you're on the app focus on the app.

This part's simple. It's a done deal. All right, we're going send you some signage. You're gonna put it up. It's gonna take five to seven days. If you can plug a toaster in, you can plug in a terminal. Okay, it's gonna come preprogrammed. Unplug your old machine, plug this one in.



Then let them know I'll be back in five to seven days myself to helping you plug this machine in. I look forward to it. Let them know that you're gonna ask for referrals. Let them know that this program goes so well that we see more referrals then we've ever seen before because once people realize that it's it is what we're telling them they do want to send us to their family and friends and people that they know don't like paying the fees either. But first I'm gonna show you that this is the real deal.

Just know that I will come back I'm gonna check on you. And once you understand once you see that it's for real, you know I'm gonna I am gonna ask you for some referrals. It helps me a lot Okay, and they will be cool because you help them save hundreds of thousands of dollars over time.



If you do get stuck on objections use this page to help you build value and overcome them. You can go back recap wherever your lost them and then always and always, always go right back to where you left on the application.

So that's the bridge close and the five steps to a selling dual pricing conversation.