

PCBancard New Rep Training — Day 8

September 24, 2026 | Host: Jason Reed & Emma | Guest Mentor: Josh Yagow | Final Day

1. READING A MERCHANT STATEMENT — WHAT TO LOOK FOR

When you pick up a statement, you don't need to run a full analysis to know a merchant is being overcharged. Start by scanning for junk fees you can call out on the spot.

- Look for miscellaneous or named fees — BSV charges, batch fees, PCI non-compliance fees, "network access" fees, etc.
- **Next-day funding fees:** Some processors charge \$5–10/month for next-day funding. PCBancard provides next-day funding automatically at no charge.
- Per-transaction fees above 10¢ are a flag. Standard wholesale is usually 8–10¢.
- Point out every junk fee line by line. Even before you build a full proposal, you can often show \$50–100/month in obvious savings in under 2 minutes.

Example from today: One merchant was paying \$82.49 BSV + \$5 next-day funding fee + 10¢/transaction — that's over \$88/month before even adjusting their rates.

2. COMPETITOR INTEL — TOAST & SHIFT4

When you walk into a merchant using Toast or Shift4, lead with this:

- **Toast** raised rates twice in the last 8 months. Their merchants are up 35 basis points in the last 6 months. Most don't know it happened.
- Toast merchants typically assume they're paying a flat monthly fee. They're usually processing at ~3.89% — far more than they realize.
- **Shift4** just issued another rate increase as well.
- Toast locks merchants in because they own the hardware, software, AND processing. They can charge whatever they want and merchants feel stuck.
- **Your move:** Ask for the last 3 months of statements. They'll be shocked when they see what they're actually paying.

PCBancard does NOT integrate with Toast (closed system). Merchants would need to switch their POS. Use this to open the conversation — get the statement, run the numbers.

3. MEET YOUR MENTOR — JOSH YAGOW

Background	24 years in the auto industry — service director managing 40–50 people across 3 franchise locations. Left due to
At PCBancard	Almost 2 years in. Now has 90–100 active clients. Works independently, bets on himself. Lives in rural Wisconsin
His first deal	Almost threw up before walking in. Mechanic shop said no. Came back 6 months later. They signed because the
His philosophy	"No" means "not right now." Go back. The second visit closes deals the first never could.

Mentor meetings	Tuesdays at 5 PM ET — for 30 days. Field experience only: wins, losses, questions from the week. Nothing to be
Contact	Josh Yagow (920) 251-7876

Josh's rule: The mentees who call him with questions are the ones making money. If you're not going out and talking to people, you won't have questions. If you don't have questions, you won't call. And if you don't call, you won't succeed.

4. PROSPECTING — FORMULA, INDUSTRIES & TIMING

The Numbers Formula

Want to close **2 deals/month**? Walk into **40–50 new businesses** that month (~2–3 per day). At 20 prospecting days per month: 2 new doors/day = 40 new businesses. You close about 1 out of every 20.

Want to close **3 deals/month**? Walk into **60 new businesses**. That's only 3/day — roughly 5 hours of prospecting total for the month.

Follow-ups, installs, and check-ins don't count toward your new-business quota. New doors = new doors only.

Best Industries to Target

- **Auto service / mechanic shops** — Jason & Josh's #1 pick. High volume, strong rapport if you know the industry. Avoid Monday + Friday mornings (busy with drop-offs). Best time: Tue–Thu, 1–4 PM.
- **Car dealerships** — Go directly to the office manager. Skip salespeople. Avoid the first week of the month (payroll + manufacturer reports). Weeks 2–4 are your window.
- **Lawyers / attorneys** — Easiest close in the business. They pass the fee without question.
- **Tax prep / accountants** — Super easy. High trust profession, decision-maker is usually right there.
- **Mexican restaurants** — Highest volume of any restaurant category. \$75K–\$200K/month is common. Especially strong if you speak Spanish.
- **Pizza places, diners, locally owned restaurants** — Good volume. Avoid national chains. Avoid lunch and dinner rush.
- **Chiropractors** — High close rate. Ask: "Do you take HSA cards? Do you pass the fee?" Instant rapport.
- **Smoke shops / vape shops** — Retail locations (not online) are easy. Can do \$50K/month in a tiny store. Not considered high risk by PCBancard.
- **Bail bondsmen** — Not high risk for PCBancard. They pass the fee without hesitation. Sign fast.
- **Dry cleaners** — Love them. Easy close. Usually sole owner, decision made quickly.
- **Dog groomers, landscape supply, mulch/gravel** — Low resistance, often personal referrals.
- **Bars** — High volume. Great option if you're naturally social and comfortable in that environment.
- **e-Commerce** — A growing niche. Learn as you go — Josh is now closing e-commerce accounts with no prior background.

Industries to Avoid

- **Dispensaries / cannabis** — Federally illegal to process credit cards for cannabis. Debit-only workaround is not worth your time. Stay away until federal legalization.
- **Travel agencies** — High risk category, very difficult to get approved.
- **Debt consolidation / credit repair** — Almost impossible to get through underwriting. Not worth pursuing.

- **National chains / franchises** — Decision made at corporate level, not locally. Don't waste your time.
- **Salons with booth renters** — Each hairdresser is a separate sub-contractor = separate account needed for each. Very difficult to sign all of them. Only worth it if the owner employs the staff directly.

Facebook / Local Social Media Prospecting

Josh signed a diner by messaging them on a local Facebook community page when they posted about their upcoming opening. Check Chamber of Commerce pages and local business groups — DM any new business opening and offer to help them get set up.

5. MERCHANTS WITH SQUARE / STRIPE LOANS

Square and Stripe both offer short-term cash advance loans to their merchants. Here's how to handle it when a merchant is interested but has an outstanding balance:

- **Option 1 — Pay it off, then switch:** If they can pay the balance in full, they close the Square account and come over clean. Rare — they took the loan because they couldn't do this.
- **Option 2 — Run side by side:** Keep Square active to pay off the loan (a % of each transaction goes to repay it). Run remaining transactions through PCBancard for the savings. Slower, but works.
- **Option 3 — PCBancard cash advance to pay off Square:** Apply for a short-term cash advance through PCBancard, use it to pay off the Square balance, and now the merchant is fully with us. You also earn commission on the advance. This is usually the cleanest option.

Square cash advance rates are very expensive — risk-adverse company. Our cash advance terms are almost always better. Don't let the loan be a reason to walk away.

6. AFTER THE SALE — SUBMISSION TO INSTALL

What You Need to Submit a Deal

✓ Required	Completed FillFaster application
✓ Required	Driver's license (photo is fine)
✓ Required	Voided check
★ Strong Recommend	3 months processing statements → qualifies for automatic next-day funding
★ Strong Recommend	Business license photo → prevents tax ID / legal name mismatch that pends deals
★ Sign at Close	PCI Assistance Form → PCBancard handles the annual PCI survey for them, every year
If applicable	Free equipment or equipment purchase agreement (not both)

The Approval Timeline

- Submit deal → Office emails: **"Account Verified"** (not approved yet — just received and in the system)
- Office emails: **"Deal Approved"** → terminal ships within 24 hours via 2-day shipping
- Merchant receives a **Welcome Email** from team@pcbancard.com with MX Merchant login and contact info
- **MX Merchant** = free merchant backend for viewing transactions, issuing refunds, keying cards (virtual terminal)

- Terminals are **plug and play** — programmed and test-transacted before shipping. Their name/number/custom message is already on the receipt.
- Standard: 2-day shipping. Overnight available — merchant pays the difference.
- Ship to the **merchant's address**, not yours. Call when it arrives, go help them plug it in — that's your referral opportunity.

POS / Gateway Systems — Different from Terminals

- Point-of-sale systems (Clover-style, MX POS, etc.) are billed **before** shipping — upfront charge.
- Standard countertop terminals are billed 30 days after shipping.
- If a merchant needs POS, the IT team (Kenny & Erik) will work with them to build it out. Be there if you can — you'll learn a lot watching one setup.

Canceling the Old Processor

- Do NOT tell the merchant to call their old processor before they are processing with PCBancard. The old processor will do anything to keep them.
- Early termination fees are between the merchant and their old processor — not your problem. Don't bring it up preemptively.
- Most processors require cancellation in writing. Once the terminal is up and running, walk the merchant through sending a written cancellation notice.

7. PROPOSAL RULES — JASON'S NON-NEGOTIABLES

- **Get a pre-commitment before you show the numbers.** "If I can show you where to get the \$10K/year you need to hire someone — would you be ready to move forward?" If they say no, don't open the proposal.
- **Don't email proposals.** They ignore it, forget it, or forward it to their current processor who matches your rates.
- **Don't leave the proposal if you didn't close.** Take it with you. Blame it on company policy: "I'm not allowed to leave these." This keeps the merchant curious — your numbers are still your leverage.
- **Getting a statement = ~70% close rate.** If someone hands you their statement, they're interested. They don't give statements to people they're not considering switching to.
- **Use Jason as the bad guy** when needed: "My manager doesn't let me leave proposals behind." It takes the pressure off you and keeps the relationship intact.

Jason's rule: "I have never lost a deal by NOT showing someone a proposal. I've lost plenty by showing one too early."

8. PCI COMPLIANCE — WHY THIS CLOSES DEALS

Most merchants dread the annual PCI compliance survey. Many fail it and get hit with non-compliance fees (\$30–\$100+/month from their processor). PCBancard handles this for them — as long as the PCI Assistance Form is signed at closing.

- Bring it up in every conversation: "What if you never had to do that PCI survey again?" Watch their reaction.
- **Square merchants are NOT PCI compliant.** Square is technically the "merchant" — all their sub-merchants are under Square's umbrella. If a Square merchant gets hacked or hit with bot transactions, they are fully liable. Square has zero liability.

- Bots can run thousands of transactions in minutes. A Square merchant could owe tens of thousands of dollars with no recourse.
- PCBancard merchants are individually PCI certified — with our help — which protects them against breach liability.

Stripe has recently begun requiring PCI compliance from their merchants. Square still does not.

9. RETENTION — DON'T GHOST YOUR MERCHANTS

- **Check in every 60 days** at minimum — call or stop by. "How are things going?"
- **Quarterly savings update:** Pull up their processing from your agent portal. "You've saved \$8,000 over the last 3 months — what have you done with that?"
- Every check-in is a referral opportunity. Ask: "Do you know anybody who might benefit from the same deal I got you?" Then ask them to text that person before you go.
- A warm referral (merchant calls ahead for you) turns a 5-visit close into a 1–2 visit close.
- Use **DiscoverSignage.com** for free materials: Visa/Mastercard stickers, check presenters, etc. Drop them off on a visit. It gives you a reason to stop by.
- Make sure every merchant has **your number AND the office number**. PCBancard puts a sticker with support info directly on the terminal — remind them it's there.

Reps lose accounts by avoiding their merchants out of fear of hearing a complaint. A complaint is an easy fix. A merchant who switches processors without telling you is a loss you couldn't prevent.

10. GOAL SETTING & RESIDUAL PROJECTIONS

Fill out the **AE Residual Growth Projections spreadsheet** (link in the chat from today's session) and send it to Jason, Emma, AND Josh. This becomes your accountability target.

Goal	Deals/Month	New Businesses to Visit/Month	Est. Year-1 Residual	Est. Year-2 Base
Starter	2	40–50	~\$7,680/yr	~\$92K/yr
Solid	3	60	~\$11,520/yr	~\$138K/yr
Strong	5	80–100	~\$19,200/yr	~\$230K/yr

Numbers based on avg \$35–40K/month merchant volume. Year-2 base = what you earn monthly before a single new deal in year 2.

- **First benchmark:** Get to \$10K/month in residuals. After that, Jason pivots you toward larger-volume accounts and multi-location merchants.
- Verbalize your goals to Jason, Emma, and Josh. Writing and sharing a number makes it real — and gives your mentor something to hold you to.
- 2–3 deals/month consistently compounded over 12 months = significant passive income heading into year 2.

11. NEXT STEPS & RESOURCES

Your Weekly Meeting Schedule

- **Monday Morning Call** — All-rep call. Industry updates, promotions, info. Register using the link in your training portal. Use your PCBancard email once it's set up.
- **Tuesdays at 5 PM ET — Josh Yagow Mentor Meeting** — 30 days straight. Field experience only: your wins, losses, and questions from the week. Come with something to share.

Key Links from Today

- Top Industries for Dual Pricing:
<https://docs.google.com/document/d/1UGdfNM9g9VnJtrXsyhFihMOm8TpNTVwErDLQ0c7uhgk/edit>
- AE Residual Growth Projections Spreadsheet:
<https://pcbancard.com/wp-content/uploads/2026/09/PCBancard-AE-Residual-Growth-Projections-3-1-2-1-3.xlsx>

Homework — Do This Today

- Fill out the Residual Growth Projections spreadsheet with your honest deal goal and volume estimate.
- Email it to Jason (avar@pcbancard.com), Emma (emma@pcbancard.com), AND Josh (920-251-7876 / text him) so they can hold you accountable.
- Register for the Monday Morning Call using the link in your training portal.
- **Join the PCBancard Facebook Group:** facebook.com/groups/782031156418892 — This is where the team shares tips, wins, and updates. Get in there and introduce yourself.
- **Consider getting a demo unit.** Dejavoo P3 demo units are available for \$350. Having a live terminal in your hand changes everything — walk a merchant through the dual pricing screen, show them exactly what their customers will see, and close with confidence instead of just describing the product. Contact Kenny & Erik to get yours set up: itdept@pcbancard.com | (973) 324-2251
- Go talk to someone this weekend. Auto service is the easiest entry point. Walk in, say hi, hand them a flyer. That's it.

Your Team

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