

PCBancard

Mentor Call — Josh Yago

October 13, 2026 · Rep Group Session · Full Meeting Notes

Section 1 — Open Forum: Field Updates

Larry Eaton — Nail Salon Prospect

Larry has visited a nail salon 5 times without closing. The owner (mom) speaks Vietnamese; daughter translates. Latest objection: they're thinking about selling the shop and don't want to make changes now. Volume is about \$7,000/month. Josh's take: sign them anyway if possible — if the deal falls through on the sale, follow up a month later. If a new owner takes over within one year, the account has to be cancelled and re-signed, which triggers a commission chargeback until the new merchant processes \$300 and re-qualifies.

Angel Alicea — Art Walk & Vendor Events (Corpus Christi)

Angel attended the Corpus Christi Art Walk (monthly street event) and a Pride event over the weekend. Most small vendors were using PayPal, Venmo, or cash. Josh's guidance on vendor events:

- Full-time vendors doing 2–4 shows/month on Square are losing significant money — good target.
- Food trucks are especially worth approaching for dual pricing conversations.
- Occasional vendors (a few shows/year) may legitimately be better off on Square — no monthly fees.
- State fairs and commerce buildings are great places to talk to vendors; they will engage.
- Josh uses Square for his own woodworking art shows (cutting boards, chess sets, jewelry boxes) because he only does a handful per year.

Robert Petrin Jr — Market/Deli Under Construction

Robert has a referral for a market/deli being rehabbed. Needs a POS recommendation. Key questions to answer before going to Kenny:

- Does the merchant weigh meat? If yes, scale integration is required.
- Does the merchant use barcodes for retail items?
- Corona POS and Hot Sauce (Nuclear) may support scales. Hot Sauce does NOT have a barcode scanner — it's restaurant/bar only.
- MXPOS barcode compatibility unknown — verify with Kenny.

Section 2 — Portfolio Strategy: Volume Thresholds

Josh shared one of the most important lessons from his 110-client portfolio:

Every single client Josh has ever lost has been doing under \$10,000/month.

Why Small Merchants Cancel

- They're often new businesses with limited capital and very tight margins — every dollar matters.
- They sometimes don't understand math well enough to see the value clearly.
- They require a lot of hand-holding and ongoing support for minimal residual.

The Flip Side

- Merchants doing \$30K–\$40K+/month almost never call. They trust the system, the equipment works, and they don't move.
- Josh's 3-dealership group does \$200K–\$250K/month combined. He almost never hears from them.

The Math Formula

Josh visualized this in his backyard in winter: take 4 steps forward, 1 step back, repeat. If 25% of clients cancel and you sign 4/month, you net 3 every single month. After a year, you've always moved forward. Don't panic when someone cancels — it's expected.

Action Items

- Sign everything when starting out — you need the reps and the paperwork experience.
- Be prepared for small accounts to cancel. Don't be shocked.
- If an account is more trouble than it's worth, put it back in their court: 'Do you want this or not?' Then move on.
- Don't string along a problem account — your time is worth more than \$400/month in processing.

Section 3 — Working Car Dealerships

Target the Right Dealerships

- Single-point dealerships only — one location, independent owner.
- Do NOT approach multi-rooftop groups (17+ locations). They have corporate procurement and you won't get anywhere.
- Local, community-involved dealerships (like event sponsors) are ideal — owners are accessible.

How to Get In the Door

- In-person only. Cold calls get hung up on. Emails get ignored. Walk in.
- A salesperson will approach you — say: 'I'm here to drop off some information for the office manager.'
- They'll walk you back. Introduce yourself to the office manager or GM.
- Leave your flyer — 3 pages stapled together. Never a business card (too easy to throw away).
- Keep the first visit short unless they have immediate questions.

Josh's Intro Script

"My name is Josh. I do credit card and debit card processing for car dealerships. I was a service director in the car business for 24 years, so I know exactly what you go through every day. Here's my info — what kind of system are you on right now?"

If You Don't Have Industry Experience

- You can still specialize. Say: 'I specialize in car dealerships.' They won't know otherwise.
- If asked for references, say: 'I can produce referrals upon request.' Then change the subject.
- Use 'we' instead of 'I' — it makes you sound like part of a team (because you are).
- Bring Josh into any dealership conversation. He can answer every question.

The Close Timeline

- Dealerships are slow-moving — can take 2+ months to sign.
- They do \$100K+/month minimum. One group Josh has does \$200K–\$250K/month across 3 stores.
- They need to trust you before they move. Build the relationship, come back, be consistent.

Section 4 — Josh's Follow-Up Email System

Every single time Josh drops a flyer at a business, he grabs a business card and sends a follow-up email that same evening. The email is simple — almost the same every time:

"Hey [Name], this is Josh Yago — I stopped in earlier today and talked to you about what I do. I just wanted to say thanks for a few minutes of your time. I'll follow up with you in a week or so."

- Response rate is 5–10% — small, but it adds up across dozens of stops.

- Josh landed his Lightspeed embroidery/screen printing client this way — followed up for months until the merchant was ready.
- If someone ghosts you, send a simple check-in: 'Still interested, or did you move on?' You'll get a reply.
- Don't chase endlessly — give it one more reach out after silence, then move on.
- Build the pipeline. Talk to 20 people a day. One account obsession = rookie mistake.

Section 5 — E-Commerce: The Untapped Opportunity

Why E-Commerce Is Worth Pursuing

- Stripe holds ~70% of the e-commerce market and charges 4–5%+ per transaction.
- Merchants are often paying \$1,000–\$2,000/month more than they should.
- Once you're in, these accounts are extremely sticky — switching processors requires a web developer, the merchant, and the bank simultaneously.
- No storefront means no rep from a competitor can walk in and pitch them.
- Josh has a prepper e-commerce client targeting \$700K–\$900K/month by end of next year.

The Web Developer Partnership Model

The fastest way into e-commerce is through web designers and marketing agencies. Approach them as business partners, not prospects:

- Web developers already have existing clients on Stripe. You give them a reason to switch.
- Offer a residual split — Josh does 50/50 with his partner Vinny. You can offer 20%+ depending on the relationship.
- They do the introduction, you do the processing. Everyone wins — including the merchant.
- They need to be set up as an agent with PCBancard to receive residuals. Talk to Emma or Jason.
- Have a simple written agreement in place. It's more professional and protects both parties.

E-Commerce Approval Requirements

- Electronic application (same as brick-and-mortar)
- 6 months of bank statements (ask for 6 even if Priority only needs 3)
- Driver's license of the business owner
- Voided check — must be in the business name, not personal
- Stripe/PayPal sales reports (minimum 3 months, ask for 6)
- Website must display Visa, Mastercard, Amex, Discover logos in the shopping cart
- Website must have published policies: shipping timeframe, return policy, refund policy

The Approval & Implementation Timeline

Minimum 1 week for approval (back-and-forth between Priority, merchant, and web developer). After approval, the web developer implements a VAR sheet with API keys — takes ~24 hours. Test transaction (\$1) confirms everything works. Total start-to-live: 1.5–2 weeks minimum.

Security Selling Point

- Stripe, Square, and Shopify offer almost zero fraud protection.
- NMI, Authorize.net, and FluidPay gateways offer real security infrastructure.
- E-commerce merchants get hit by fraud attempts daily — hackers test small transactions to verify stolen cards.
- This is a major differentiator when pitching web developers and their clients.

Important Notes

- E-commerce accounts are harder to get approved — more documentation, more back-and-forth.
- You cannot rush the process. A merchant losing their processor in 2 days cannot be saved in 2 days.
- If a merchant is unresponsive after multiple attempts, give it one more week and then move on.

Section 6 — ShopConnect Pro & Software Integration

ShopConnect Pro is a bridge software that can connect PCBancard's processing to software-based point-of-sale systems that have a processor built in (like Lightspeed + Stripe). Key points:

- If a merchant uses Lightspeed, Lightspeed POS, or any other software-integrated POS, ShopConnect Pro may be able to bridge it.
- Always find out what SOFTWARE the merchant is using, not just what PROCESSOR. Stripe is a processor, not software.
- For a merchant using Stripe on a website or in a software system, confirm the software name first — then check with Kenny about ShopConnect Pro compatibility.
- Simplest solution for a merchant with a software POS they want to keep: put a standalone terminal next to their computer. Keep the software, replace the payment processing.
- For e-commerce specifically: VAR sheet + API keys handled by the web developer after approval.

Section 7 — Collateral: Flyers vs. Business Cards

Tony asked whether to leave a business card or flyer when the decision-maker isn't available. Josh's answer was clear:

- Josh does not use business cards for prospecting — never has in 2+ years at PCBancard.
- Business cards are easy to throw away. Flyers are not.
- Josh leaves 3 flyers stapled together. When he comes back a week later, they're usually still on the counter.
- If you carry business cards, keep them for cocktail parties and social situations — not prospecting.
- Emma has a new flyer (the one made for Jeremy) designed for new reps — goal is to get a statement and run numbers. Email Emma to get one.

Section 8 — ZoomInfo Leads Update

- Emma has been pulling intent-based leads lists from ZoomInfo — these scrub the internet for businesses showing interest in processing.
- Emails from ZoomInfo campaigns come from Emma's account (tied to the license).
- Larry noted some leads on his list were not businesses (a state agency and a volunteer fire department). Emma clarified: the intent filter is designed to find businesses researching processing, but results aren't perfect.
- ZoomInfo access ends in November. If you want a broader industry list (e.g., all auto service in your area), reach out to Emma now.
- Larry also mentioned going to the library for free local business data lists — same concept, same kind of prospecting value.
- ZoomInfo lists are a supplement to prospecting, NOT a replacement for walking in.

Section 9 — Housekeeping

- Meeting time is now 3:00 PM Central / 4:00 PM Eastern on Tuesdays — Josh coaches his son's hockey team and needs to leave by a certain time.
- About 2 more weeks of weekly sessions with this group, then Emma and Josh will decide on the next schedule.
- No new training class coming in at this time.
- Tony to email Emma for the new rep flyer.

"You have to do the things that other people are unwilling to do to be successful. If you are not willing to do those things, you're going to be like everybody else."

— Josh Yago, PCBancard Mentor