

## We made the Inc. 5000!

For those of you who haven't heard, Signature Card Services was named one of the fastest-growing companies in America by Inc. magazine! The 2016 Inc. 5000 is ranked according to percentage revenue growth when comparing 2012 to 2015.

We'd like to thank you for your loyalty and support over the years—we really couldn't have done this without you!

## New home, new website

We finally made our way to Burbank and are settling into our new home, but, this isn't the only new "site" we're celebrating— we've also launched our newly redesigned corporate website! The new [signaturecard.com](http://signaturecard.com) features an elegant, responsive design, a cleaner look, and an enhanced user experience. Designed to showcase our 20-year commitment to our core values and superior credit card processing services, the new site provides businesses with tools to make well-informed decisions about their payment options.

The site features a new palette, crisp images, subtle animations, easy navigation, and faster completion forms using modals, which make for a better user experience; it's written in HTML, PHP, CSS, JavaScript, jQuery, and Bootstrap and equipped with responsive design capabilities. Happy browsing!

## Are your merchants missing out on sales?

Japan, South Korea, and China are among the top 10 countries in US tourist arrivals and spending and, while traveling, these tourists use their preferred method of payment—JCB and China UnionPay cards—to make purchases. That's 90 million JCB and 5 billion China UnionPay cards in circulation that your merchants can open their doors to. This is a huge market to take advantage of— are your merchants prepared to cater to them? In fact, yes, their Signature accounts enable them to accept these cards and reap the benefits. The problem is that most merchants aren't aware that they are able to take these cards. So, just in time for the holidays, Signature is launching a direct mail campaign to existing merchants to spread awareness about these lesser-known payment options.

## Aaron's sales corner

We consider ourselves incredibly lucky to work alongside one of the industry's most talented and successful sales executives—Aaron Slominski. Fortunately for us, Aaron is generous when it comes to spreading his sales knowledge, so he's going to share some practical tools and life-hacks that may make what you do easier. Aaron has years of experience in sales, diving headfirst into it as a teen. In fact, he's so good at making sales that he can transform literally any conversation into a closed deal — even in environments that don't seem conducive to talking shop. Since this is a huge component of his success, we decided to pick his brain on the art of making a sale.

Without further ado, we're handing it over to Aaron:

I always carry business cards when I am running around town doing errands. "Why?" you may ask. Well, for one, I have a spiffy title and they look cool and two, this habit wins me business. Say your wife/husband/partner/crazy

Aunt Doris sends you out to pick up the dry cleaning and you notice an old terminal that doesn't accept your chip card. The typical EMV pitch won't work here, so don't

try. Their response will likely be some variation of "I know all my customers by name," which most drycleaners do, so it's important to lead with a strength as you only get one shot at opening that door. Don't give your future client a chance to shoot you down by using the wrong pitch.

Here's what to do when you come across a potential client: As soon as you see that Tranz 330 sitting there, exclaim to the owner "That terminal is older than me!" Then proceed to ask the clerk/owner how often they have to key in card numbers. Wait for their response and let them know this is because older equipment cannot read the track data on the new mag striped cards. Use examples they can understand, i.e. it would be like running a current computer program on a 486 computer.

Tell them the reason they're being prompted to key in card numbers so often is because they are not entering AVS when they key the transactions. This becomes part of sales pitch "fork in the road" – as I like to call it – because now, if they don't know what AVS is, you can use the following: "Wait, so your merchant services company hasn't educated you on the benefits of Address Verification Service? That's been around longer than I've been in the business! I'm shocked Mr./Mrs. Store Owner. I educate all my clients on this and let them know, that if, for some reason, they cannot swipe a card, the correct protocols for keying in a transaction are as follows. Then say something like "And why do I do this Mr./Mrs. Merchant? Because it costs you more. Your transactions downgrade in the Visa system to something called EIRF. Which, with your average ticket of \$50, costs you almost \$0.40 more every time you key a card (trust me on this - now every time they key a card, they'll think about it costing them \$0.40 more) Have you seen a lot of that on your statement? Tell you what, go grab it. I'll wait." If they say no, it's okay, but if they say yes, calculate the effective rate, look for downgrades, and give them a ballpark estimate of what you can save.

Tell them while you are taking the laundry you are picking up from them that because you are a loyal customer and you and your wife/husband/partner/crazy Aunt Doris have been going to their shop for 5 years, they can trust you with their business with you. Then go out to your car and grab a pen along with an application. If they aren't the decision maker, that's okay too – just get the clerk's name as you will need it later.

Now if you're speaking with the owner, go for the close. If the store owner isn't ready to close, tell them something along the lines of: "It's ok Mr/Mrs Merchant. Would you mind giving me a piece of tape? I am going to tape my card to the bottom of your terminal. If you ever have any questions my cell phone number is on there. I pick up day or night for my clients. You aren't one yet, but one day, when you're tired of old equipment from your previous processor, tired of not being informed of charges you are being billed erroneously, and tired of the lack of customer service. My card, along with my business, will still be here for you."

If instead of the owner you're speaking with the clerk, befriend them and get information about how inconvenient their current processor is and all the issues they've had. Let them talk about it and take notes so you know how to better serve them. Make sure you get the owners name and the hours they are typically there so you can connect with them.

Special thanks to Aaron for taking the time to share his wealth of knowledge with us. We're planning on collaborating with Aaron in the very near future to bring you more tips and tutorials through easily accessible videos uploaded to YouTube. And, speaking of Signature's YouTube channel, we'd like to remind you that we already have plenty of material up for you to check out! Just visit [youtube.com/sigcardservices](http://youtube.com/sigcardservices) to take a look at our current library.