HOW TO LEVERAGE SALES SUPPORT TOOLS
Branch Updates

Ongoing updates are provided to branches on a weekly basis from the sales teams.

Weekly Branch Account Executive Newsletter

- MTD Branch sales leads
- Cross referrals
- Branch employee highlights
- Banker campaigns and merchant offers
- Sales’ branch visit schedule

Contact your Partnership Manager or Account Executive if you are not receiving weekly newsletters.
Customer Care

Answers–Support–Service–Expertise

- **Our goals:**
  - Improve Awareness and Education on Service Model
  - Educate on Multiple levels of support and resources
    - Partner Assist – for bankers
    - Merchant Assist – for merchants
  - Gain Bank Management support on Model for optimal results
  - Implement Communication Plan through your RM
Sales Leave Behinds

Merchant Solutions Overview
- Credit and Debit Card Acceptance
- Point-of-Sale Solutions
- Fraud and Data Security
- Reporting and Analytics
- Customer Support

Individual Products & Solutions
- SmartPay Series
- BigCommerce
- FastAccess Funding
- Data Security
- PCI Compliance
- Terminals
- Gift Card Program

Business Cards

Partnership Manager or Sales team can order print or digital material through Custom Point.
Post-Sale Support

Once the deal has closed, sales teams help the merchant through a smooth transition.

What’s Next Documents

Partnership Manager or Sales team can order print or digital material through Custom Point.
Content Support

Content can be used for banker newsletters, intranet sites, social media channels, or other methods bank partners prefer to promote merchant services internally or externally.

- Referral process
- Videos
- Web page
- Bank newsletters
- Intranet sites
- Social Media
- Conversation starter tips
- Collateral catalogs

Visit worldpay.com/partnerportal to directly access these materials and more to educate and promote the merchant services product line.
Bank Staff/Branch Education & Awareness

Worldpay provides resources for bank staff to become familiar with the right questions to ask to make a referral as well as get the support they need.

Post banker resources where bankers frequent:

- Intranet sites
- Breakrooms
- Branch meetings
- Banker newsletters
- Desktops