IMPACT22

A DAY IN THE LIFE OF AN EXATOUCH SALESPERSON

Presented by:
Ryan Christman, POS Sales Manager

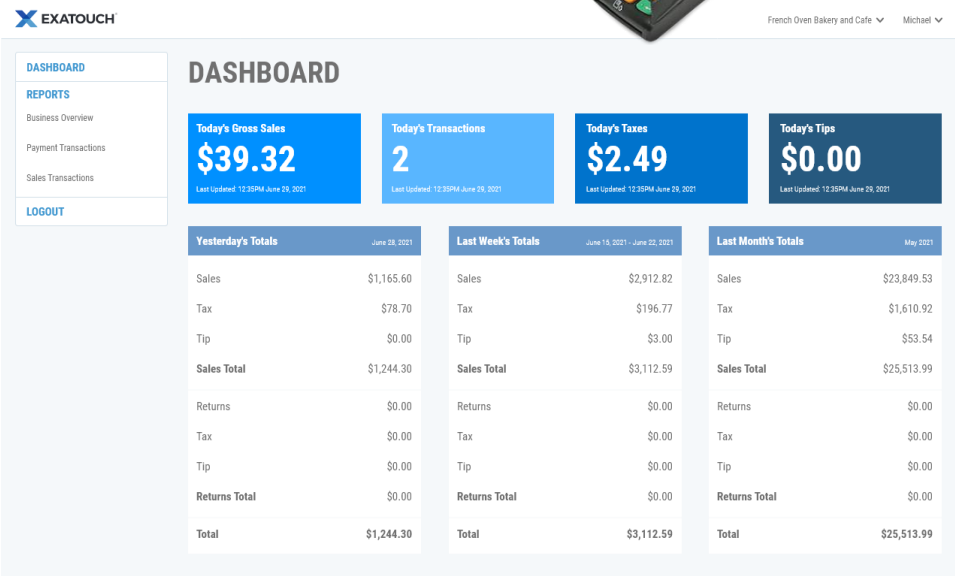
OVERVIEW OF TOPICS

- Knowing what you have in your EPI briefcase
- Understanding your path – Where to go, who to target
- Verticals to target – and why
- What you will find and how to sell around the competition
- Understand the strengths of Exatouch vs. other platforms

EPI TOOLS OF THE TRADE

- Exatouch and the Four Pillars of POS
  1. Hardware
  2. Software
  3. Services
  4. Support

- Always be Ready to Pivot
  - Clover
  - Terminals and Var Sheets
  - ProCharge
  - Datacap



GO HERE, NOT THERE!!!

YES:

RETAIL:
- ✓ Liquor/Convenience/Butchers
- ✓ C-Stores/Tobacco/Gift/General

QSR:
- ✓ All forms

Restaurant:
- ✓ Family Dining/Fast Casual

NO:

- ⊘ Dry Cleaners
- ⊘ Bridal Businesses
- ⊘ High-End Clothing/Tailors
- ⊘ Salons
- ⊘ Businesses Needing 5 + Stations

EXATOUCH POS PRICING OPTIONS:

PURCHASE

- $1,499 Per Bundle
- $29 Ongoing Monthly
- 3YR Warranty
- Training/Install
- Product Success
- 24/7 U.S.-Based Support

PLACEMENT

- $69 a month for Hardware and Software Per Bundle
- 3YR Warranty
- Training/Install
- Product Success
- 24/7 U.S.-Based Support
- 36-Month Term

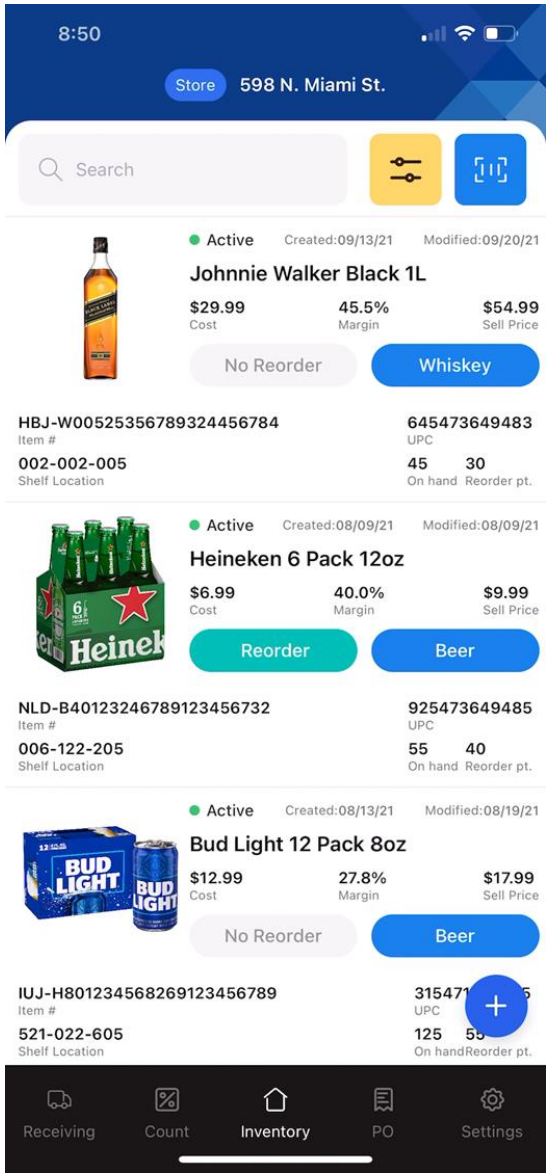
TARGETED VERTICALS

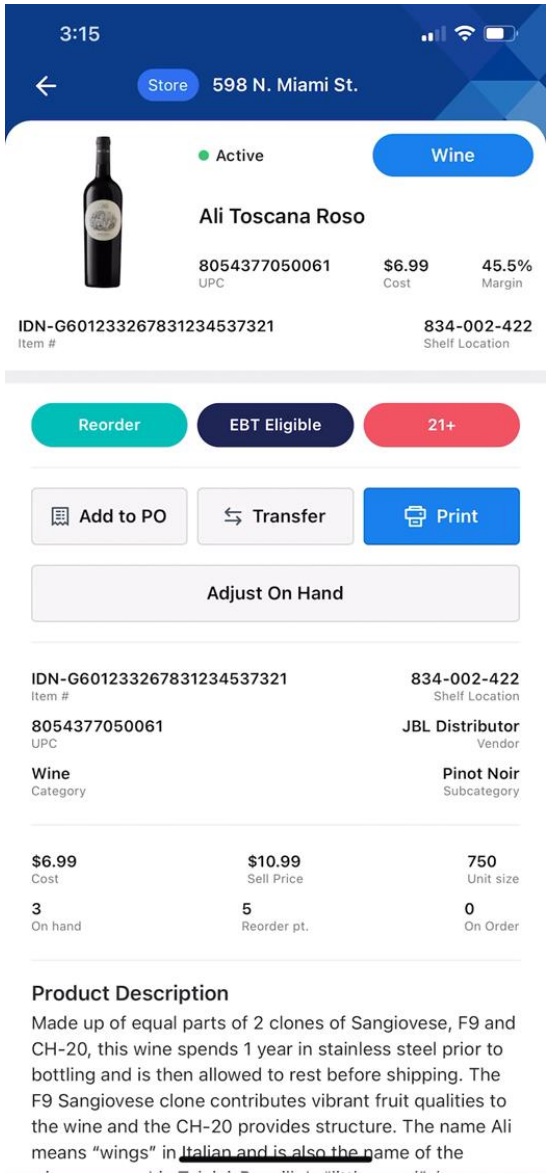
- Free Hardware
- $29 Ongoing Monthly
- 3YR Warranty
- Training/Install
- Product Success
- 24/7 U.S.-Based Support

Affordable | No Barrier to Entry | Long-Term Value

C-STORES AND EXATOUCH:

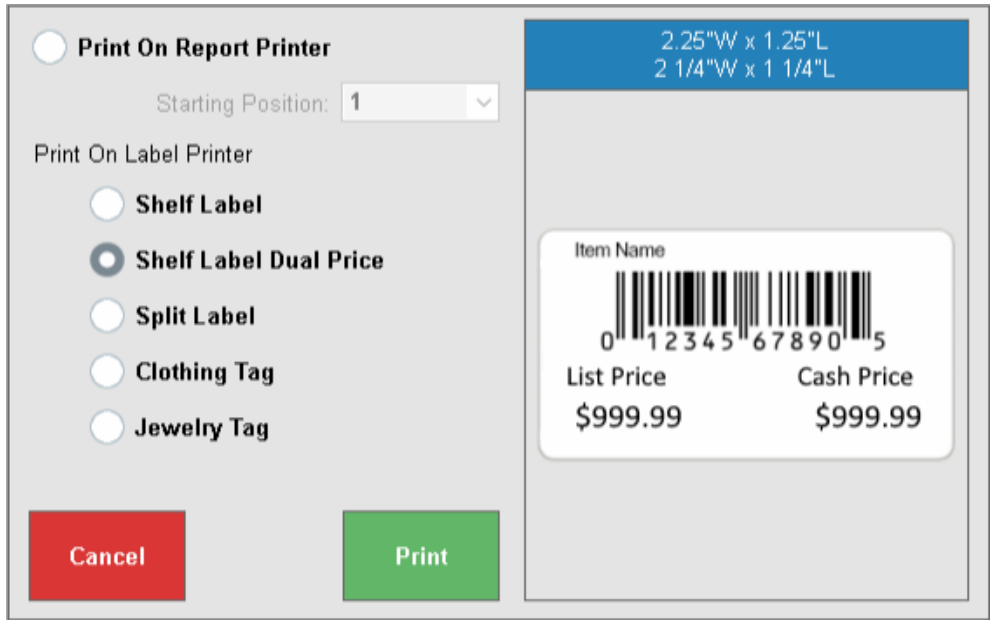
- ✓ Dual Purpose POS
- ✓ Payouts, Lotto, and More!
- ✓ Scan Data
- ✓ Custom Hot Keys
- ✓ EBT Acceptance
- ✓ Mobile Inventory App
- ✓ And So Much More!





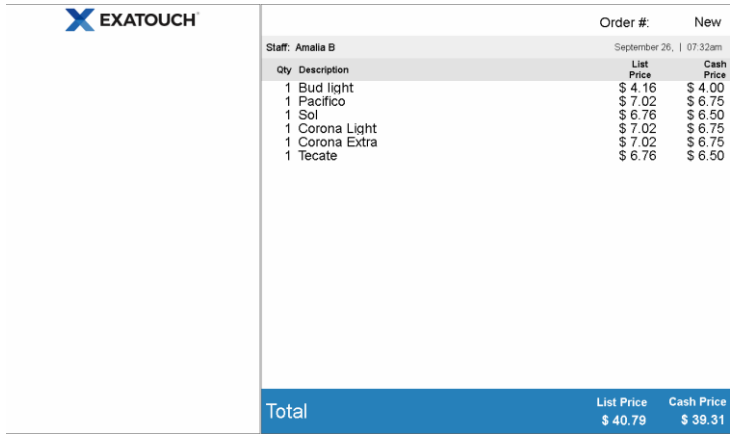
Liquor Stores are a Perfect Target for EXATOUCH POINT OF SALE:

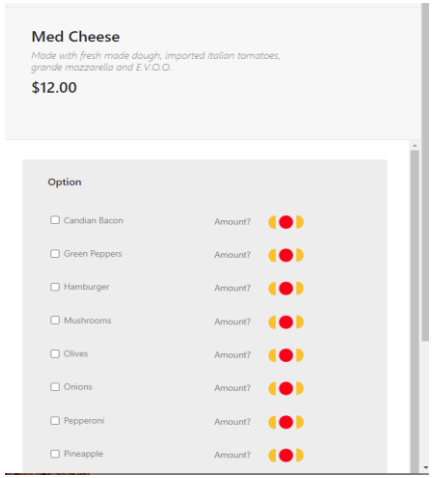
- ✓ Shelf Tag Pricing
- ✓ Age Verification
- ✓ Cash Discounting
- ✓ Customer Facing Display
- ✓ Bottle Deposits
- ✓ And So Much More!



QSRs are a Perfect Target for EXATOUCH POINT OF SALE:

- ✓ Hot-Keys to Speed Checkout
- ✓ Interactive Customer Facing Display (CFD)
- ✓ Kitchen Display System
- ✓ Pizza/Delivery Management
- ✓ Online Ordering
- ✓ And More!





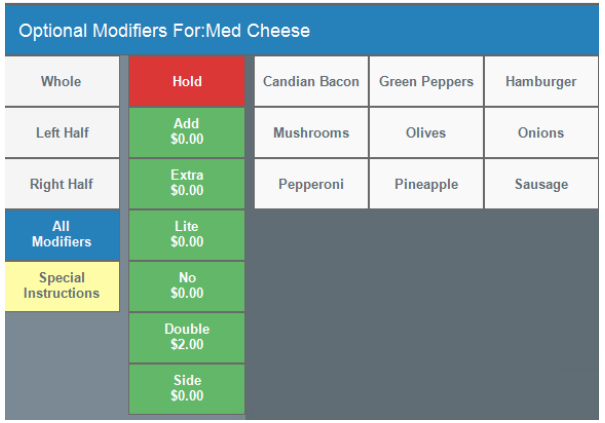
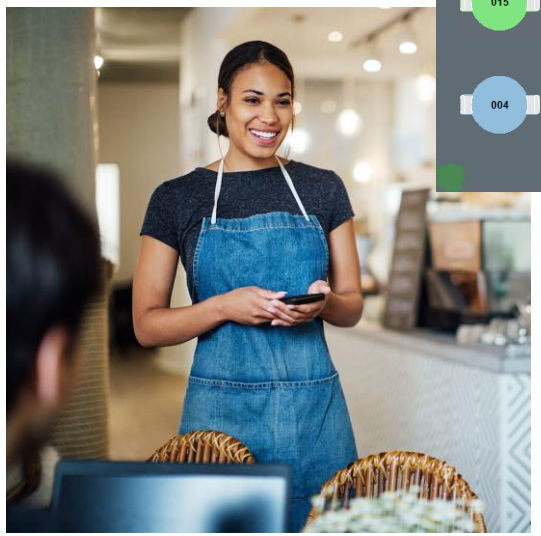
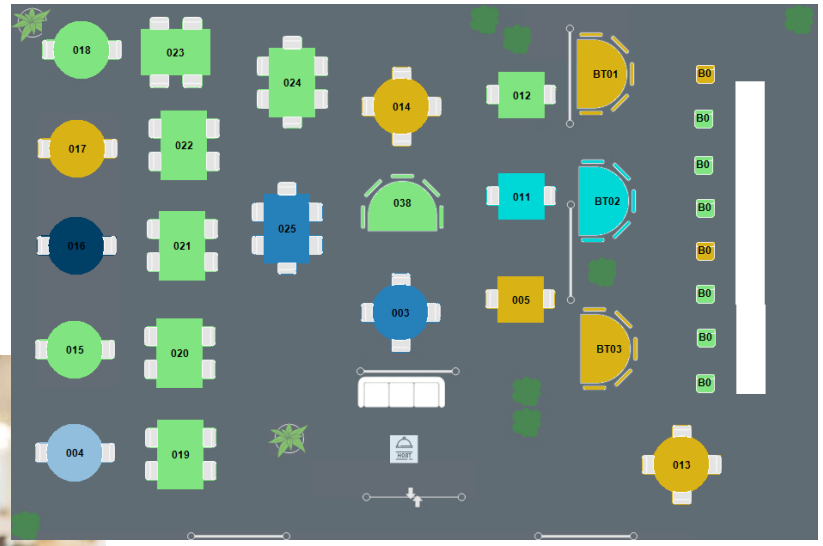


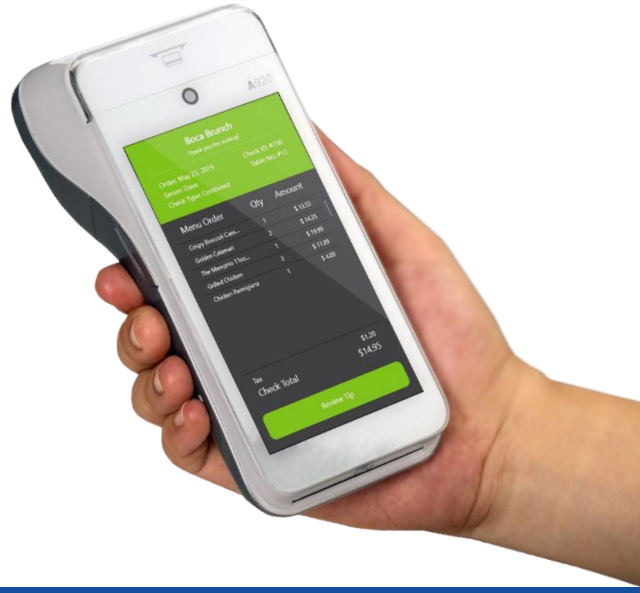
Table Service Restaurants and Bars

EXATOUCH POINT OF SALE:

- ✓ Table Layout, Tabs by Name, Pre-Auths
- ✓ Tableside Ordering with Surface GO Tablet
- ✓ Pay-at-Table with the PAX A920
- ✓ Detailed Menu Reporting
- ✓ Online Ordering
- ✓ And More!







There Will Always Be Competition

KNOW YOUR STRENGTHS!

TOAST

- ✗ $79/Month + $50 Each Additional Device
- ✗ $499 Installation Fee
- ✗ $75 Inventory Management
- ✗ $50 for Gift Cards and Online Ordering
- ✗ $25 for Loyalty Programs

EXATOUCH

- ✓ NO Installation Fees
- ✓ NO Fees for Inventory Management
- ✓ NO Fees for Gift Cards Processing or Online Ordering
- ✓ NO Fees for Loyalty Programs
- ✓ NO Surprises!!

WANT TO LEARN MORE?

SCHEDULE A DEMO OR POS COACHING!

www.calendly.com/electronicpayments

VISIT THE EXATOUCH KNOWLEDGE BASE

www.help.exatouch.com

CONNECT WITH ISO SUPPORT

800-966-5520 – Option 5

isosupport@electronicpayments.com