Overcoming Merchant Complacency

You will find that a number of merchants you contact about GoPago LIVE are complacent. They are satisfied with the equipment and services they already have in place, and see no reason to deviate from the status quo. Generally, they will respond to your initial inquiry about payment processing with a statement something to this effect, “I’m happy with my current processor.” Know that this is simply a diversion tactic.

There are many reasons merchants make this kind of statement. Here are some of the more common ones:

1. Merchants are accustomed to reps selling merchant processing equipment and services, bombarding them with the lead-in, “Let me lower your credit card processing rate.”

2. Merchants don’t want to take the time and effort to pull out their monthly statements for analysis. Most merchants believe that if any money can be saved, it is not significant enough for the trouble they must go through; plus, they really don’t understand their statements anyway or know what they are paying with all the confusing interchange rate categories.

3. Merchants are not aware of what is new in the marketplace in terms of technology, and that there are solutions that can do substantially more than their existing POS terminals and electronic cash registers.

4. Merchants are worried about their day-to-day business operations and payment processing is far down on the rung of important items to tackle.

5. Most small merchants don’t have a lot of money to spend on items they don’t feel are critical to improving their businesses.

6. Small merchants typically don’t have the ability to make significant capital outlays to buy new POS technology.

Change the Conversation

It’s absolutely necessary to get past the, “I’m happy with my current processor,” line if you want to make sales of GoPago LIVE. You must take a different approach and change the conversation.

A lead-in that works to spark interest is telling merchants that they might be missing something. Try saying, “If you haven’t checked out the latest POS technology for some time, you may be missing something that can really improve your business.”
GoPago LIVE features and functionality are matched with business benefits that resonate well with all kinds of merchants. Pick the most appropriate messages from this list to continue the conversation in a consultative manner:

- **Enhance Business Image** - Tablet, smartphone and laptop-based mobile solutions make merchants look current and up-to-date. Without them, their businesses can appear to be out-of-touch with the way things are done today. GoPago LIVE transforms the point-of-sale by giving merchants tablet and mobile solutions that are integrated, plus provides benefits far beyond their current terminal and electronic cash register solutions. While merchants may not express it directly to you, they are increasingly looking for providers who are in touch with what’s going on today in every aspect of their businesses.

- **Overcome Competitive Deficits** – Overall, main street merchants today have a difficult time competing with the technology of big box stores. The possibility of losing or missing a sale is of great concern to these merchants. Let them know that their customers want to connect and transact with them in their own way. Consumers want to shop and pay via multiple channels — in-store, online and on their mobile devices. Consumers will go to competitors who offer more convenience, like the big box stores who can offer all of these channels. Then follow up by telling merchants that GoPago LIVE provides big box functionality at little box pricing. Tell them about functionality beyond just transacting, like fully integrated, customer-facing mobile applications, as well as e-commerce sites. Make sure merchants understand that consumers can shop, buy and pay anytime, anywhere, anyway.

- **Make More Sales** – Offers and rewards are no longer just a way for big box retailers to generate more sales. GoPago LIVE gives small and medium-sized merchants access to data which they can use to generate mass and custom offers and rewards from their desktops or mobile devices. They can even assess the effectiveness of their programs to further impact sales.

- **Take Advantage of Technology Advances** - With the focus on their businesses, merchants don’t know the latest technologies available to help them prosper. Let merchants know that there are many new technology advances that could benefit their businesses since the time they installed their terminals or electronic cash registers. Emphasize that GoPago LIVE transforms the point-of-sale to help them make more money and cut costs. Don’t forget to mention that it’s easy to set up and manage.

- **Spot Trends and React** - Data analytics available with GoPago LIVE help merchants spot business trends, both positive and negative, and puts them in a position to react quickly.
• **Have an EMV Upgrade Path** - Most merchants have never heard of EMV, although chip and PIN is more widely known, especially when merchants have travelled overseas. Visa and MasterCard requirements to issue chip and PIN-enabled payment cards means more and more cardholders will want to use this capability as a means of having more secure transactions. Card issuers will be doing a great deal of advertising about how much more secure transactions are with these cards. Merchants who are not EMV capable will appear less secure to customers, plus will bear the brunt of non-compliance liability. GoPago LIVE will fully support EMV later in 2013 using a combination EMV/NFC/magnetic stripe reader.

• **Protect your Business** – Although most small merchants have never heard of the Payment Card Industry Data Security Standard (PCI-DSS), they have heard about data breaches. As with any regulatory issue, these merchants are unaware of the impact a data breach can have on their businesses and how fines from Visa and MasterCard for not being PCI complaint can be levied against them if their data from their POS terminal or electronic cash register were compromised in some way. A standard store break-in where a terminal is stolen along with other goods can result in a compromise of cardholder data. Security and protection of sensitive data is becoming a bigger and bigger issue. You’ve heard about data breaches at several large national chains. Let merchants know that it’s not just the big guys that have to worry; the small ones are just as vulnerable. Make sure they know that GoPago LIVE is PCI compliant and works to help merchants protect cardholder data by having the most current security advances available as protection.

• **Be Compliant** - Merchants for the most part are ignorant of regulatory changes. They may or may not see the regulatory increase notices on monthly statements, but really know nothing about the specifics. There have been many Visa and MasterCard changes, plus regulations at the federal level such as the Durbin Amendment to the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 and the new IRS 199 regulation for Business TIN Matching. All of these come with stiff penalties for non-compliance. With GoPago LIVE, merchants don’t have to think about compliance. Not only is GoPago LIVE up-to-date on all current regulations, but any new future regulations are incorporated into the software and available immediately to their businesses whenever they logon to the cloud-based software. With automatic software updates, there is no need for merchants to worry; they are always current with all regulatory releases.