



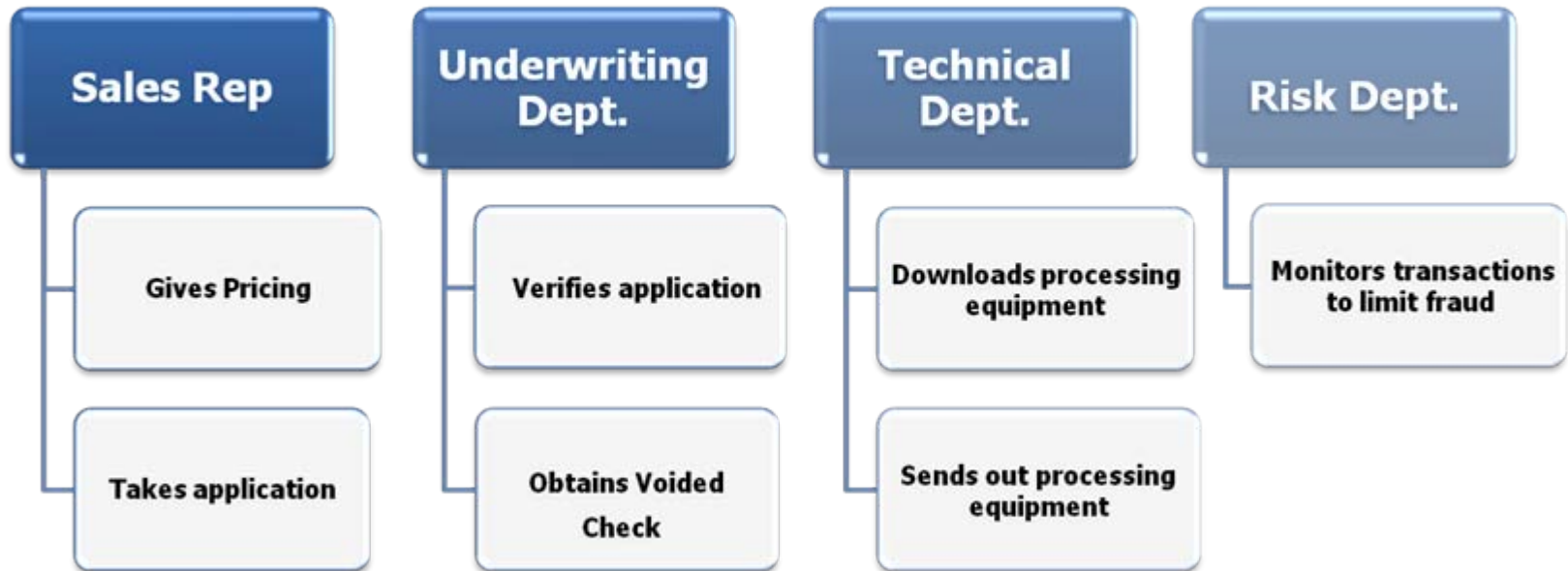
Welcome



“Who’s Handling Your Credit Card Transactions?”

Presented by:
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Who is involved in the Retail process?



Who is involved in the e-Commerce process?




How processing fees are determined

4 types of credit cards

- Check Card/Debit Card
- Regular Credit Card - Qualified
- Rewards Card – Mid Qualified
- Corporate Cards – Non Qualified

Determining Risk


- ▶ What are you selling?
 - ▶ How are you accepting the credit cards
 - ▶ What is your FICO score?
 - ▶ How many transactions do you process monthly?
 - ▶ How much is your high ticket?
 - ▶ Is your DBA name different than you legal business name?
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Different ways to accept credit cards

- ▶ Swipe
- ▶ Key Entered
- ▶ Virtual Terminal
- ▶ Online through your website



How to lower your fees

- ▶ Swipe the card whenever possible.
 - ▶ Encourage someone to use PIN based debit as opposed to credit.
 - ▶ Most processors allow rate reviews. Be sure to check your rates annually.
 - ▶ Never enter into a contract with a termination fee where you're locked in.
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Terminals

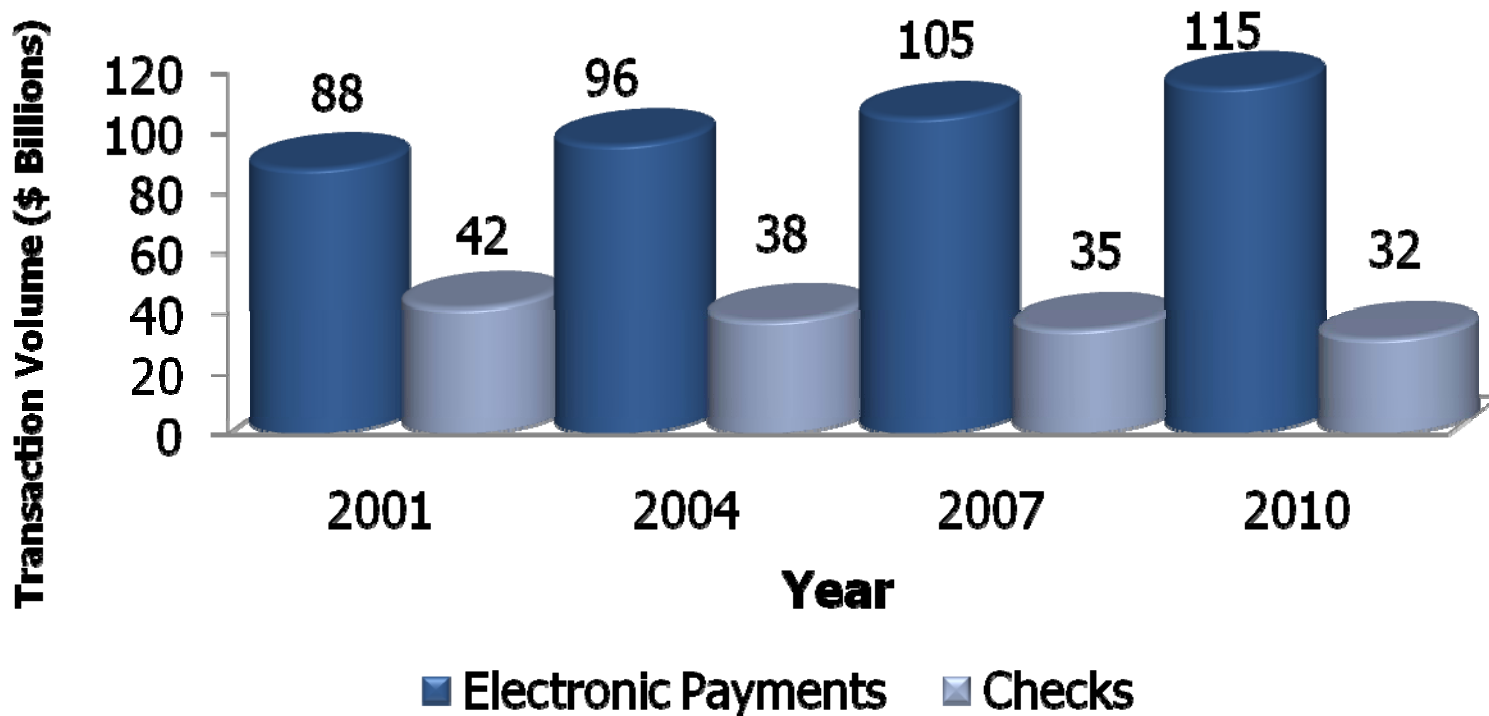
•Terminal for phone line	•Terminal through the internet
•Wireless	•Touchtone
•Mobile	•POS System (Charge Easy)
•Virtual terminal	•Online



Payment Processing

- ▶ Industry trends point to an increase in credit card payments as the preferred transaction method of most consumers.

Non-Cash Payment Trends



Benefits of accepting electronic payments

- ▶ Since 2001, credit card spending has increased by \$27 billion dollars.
- ▶ Latest research shows that more consumers now prefer to use their debit cards more than cash, credit cards or checks individually.

» Source: "The Survey of Consumer Payment Choice" Federal Reserve Bank of Boston, Jan 2010

- ▶ In 2006, more than two-thirds of all U.S. noncash payments were made electronically.
- ▶ Credit card transactions account for more than sixty percent of business sales.

PCI Compliance

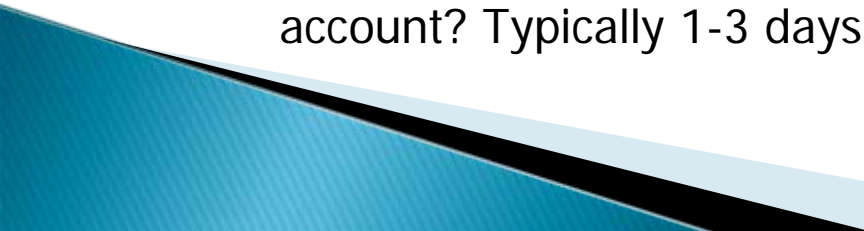


PowerPay is recognized as Level 1 Service Provider PCI Compliant with the PCI Data Security Standard (DSS), as advised under the program rules of both Visa and MasterCard for validated Service Providers.

What does this mean?

Businesses being PCI compliant, will help protect their business from breaches that can lead to significant fines, penalties, liability issues, a loss of productivity, and severe damage to business reputation. While following PCI requirements doesn't absolutely guarantee 100% protection against a breach, being PCI compliant does increase data security and helps protect businesses from easily avoidable threats.

What to Look for In a Third-Party Merchant Processor

- ▶ Be sure to speak with more than one credit card company. Interchange rates vary differently between each processor.
 - ▶ Don't lease equipment. The most popular equipment cost around \$150.
 - ▶ Do they provide in-house technical support?
 - ▶ Ask if your terminal is PCI compliant.
 - ▶ Read the fine print before signing any contracts with a processor.
 - ▶ Ask about termination fees. Usually they can be waived if certain steps are taken.
 - ▶ Find out when your deposits will be made to your bank/credit union account? Typically 1-3 days
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Questions