

SALES 101 AND HOW TO SPOT A UTA OPPORTUNITY

TODAY'S PRESENTER

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KNOW YOUR PRODUCT





KNOW YOUR PRODUCT KNOW YOUR CUSTOMER





KNOW YOUR PRODUCT KNOW YOUR CUSTOMER ESTABLISH RELATIONSHIPS



KNOW YOUR PRODUCT
KNOW YOUR CUSTOMER
ESTABLISH RELATIONSHIPS
FOLLOW UP REGULARLY



ALWAYS BE CLOSING



BALONEY!!!!

ALWAYS BE HELPING

closings will come





LISTEN AND ASK QUESTIONS

- Don't Interrupt
- Wait ???



Why Am I Talking





BE HONEST
BE GENUINE
BE YOURSELF





THE BEST SALES TIP I CAN OFFER....





"WE KNOW THAT THIS SERVICE COMES UP FOR REVIEW FROM TIME TO TIME. ALL WE ASK IS THAT WHEN IT DOES COME UP FOR REVIEW, PLEASE MAKE SURE THAT WE ARE INVITED TO THE TABLE"



WHY RECOMMEND UTA?

- •24 YEAR TRACK RECORD OF SERVICE, INTEGRITY, AND PERFORMANCE
- •DECADES OF SUCCESSFUL PARTNERSHIPS WITH NACM AFFILIATES NATIONWIDE
- •MILLIONS OF DOLLARS PAID TO NACM IN DIRECT SUPPORT, ADVERTISING, AND SPONSORSHIPS
- •UTA HAS CONTINUED TO BE RELEVANT WITH NEW SERVICES AND CUTTING EDGE TECHNOLOGY





ABOUT UTA

- •PRIVATELY HELD COMPANY
- •98% PLUS CUSTOMER RETENTION YEAR OVER YEAR
- •DEDICATED CUSTOMER SERVICE MANAGER
- •\$7 MILLION PAID OUT IN GOOD WILL IN 2020





ABOUT UTA

- •UTA IS THE LARGEST CHECK GUARANTEE COMPANY IN THE US
- •37% MARKET SHARE IN NEW CAR DEALERSHIPS
- •15 OF THE TOP 20 BUILDING MATERIALS COMPANIES IN THE COUNTRY USE UTA
- •80% OF MAJOR ELECTRICAL SUPPLY COMPANIES USE UTA
- •80% OF ROOFING SUPPLY HOUSES USE UTA



NACM MEMBERS BENEFIT PACKAGE

- •MEMBERS BENEFIT PACKAGE HAS BEEN IN EFFECT FOR OVER TWENTY YEARS
- •OFFERS AN AVERAGE OF 15% TO 25% REDUCTION IN CREDIT CARD COSTS
- •PROVIDES SPECIAL BENEFITS FOR CHECK GUARANTEE CUSTOMERS
- •WAIVES DEVELOPMENT FEE FOR CUSTOMER FACING PAYMENT PORTAL



HOW TO SPOT AN OPPORTUNITY





PAYMENT ACCEPTANCE CHANNELS

Remote and electronic payment channels are a must-have for all merchants. They are secure, compliant, and, most importantly, limits physical interaction.



Mail-In Back Office



Counter
Sales
Face to
Face



Payments over the Phone



Online Payment Portal



API



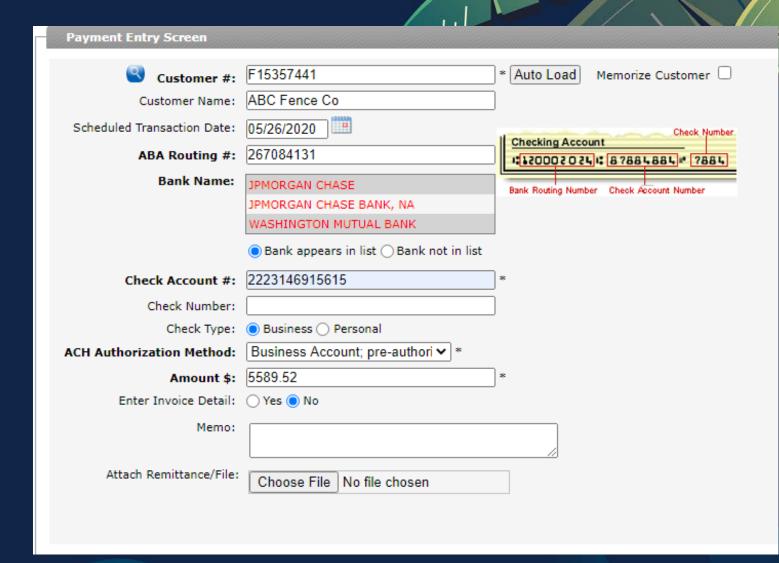
Mobile



ACH PROCESSING

Features:

- Instant get your money now
- Guaranteed settlement available
- Accelerated access to Funds
- Reduces Costs
- Future payments
- Recurring transactions
- Secure





ONLINE PAYMENT PORTAL (OBP)

Accept Secure Customer Initiated Payments on your Website.

- Works with your current banking relationship
- No development work required
- Guaranteed settlement available
- Fully hosted turnkey solution
- Virtual Remittance Feature:
 Simply attach and send!



Pay by ACH/Checking Account Pay by Credit Card Edit Profile **Credit Card Payment** Date: 08/11/2020 Customer Name: OBP Demo Customer # OBP Demo Address 2811 Corporate Way 33025 HOLLYWOOD State Select One Country OBP Demo Name on Card Required field Card Number Exp. Month 01 2020 Required field. 08/11/2020 Transaction date jdoe@acmecorp.com Customer Email Remitance Information Attach Remittance/File Choose File | No file chosen Make a Selection Payment Type Save this Credit Card information for my next online payment.

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Payments processed by

CREDIT CARD PROCESSING

Features:

- Discounted processing fees
- Automated Level 2 and 3
 Processing
- Surcharging
- P2PE Validated Solution
- PCI Compliant
- Tokenization





CREDIT CARD SURCHARGING

Features:

- Reduce compliance exposure State/Federal Law Compliant
- Smart surcharge calculation will apply the fee automatically
- Surcharging notification and disclosure requirements will be provided
- Card validation occurs at the point of entry. Only qualified payments are surcharged



MOBILE DEPOSIT

Process Payments on the Go!

- Use the camera on your mobile phone or tablet to deposit checks
- Supported on iOS and Android Devices
- No additional equipment or peripherals to purchase
- Real time access to your transactions via standard UTA reporting tools



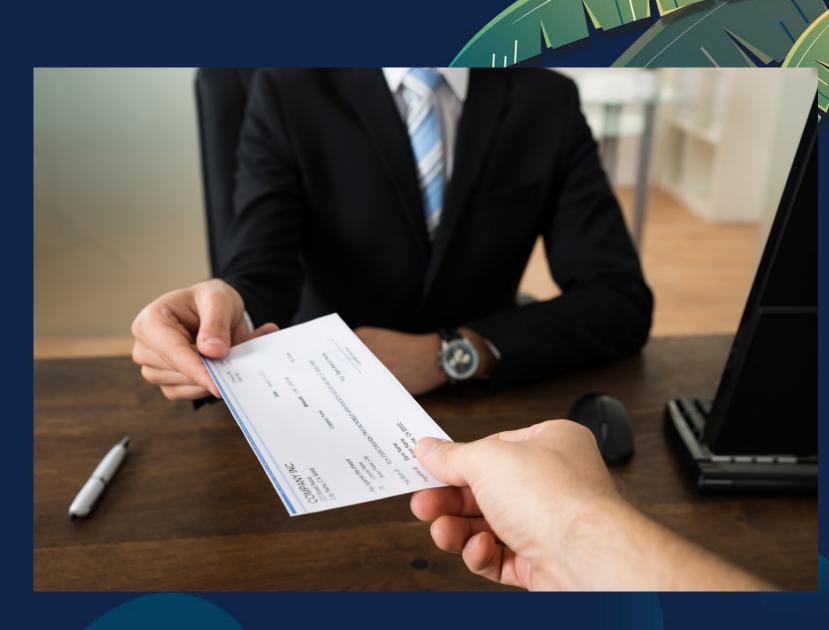
Money in the bank!
It's that simple



CHECK GUARANTEE

Features:

- Highest Average Check Amount Approvals
- Highest Approval Rates
- No mistake programs
- Designated CustomerService Manager





PAYMENT PROCESSING SOLUTIONS











Standard Check Guarantee



Credit Card Processing



Credit Card Surcharging



ACH Processing



Online Payment Portal



Remote Deposit Capture



Mobile Deposit







ANY QUESTIONS? - GET IN TOUCH

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Sales & Service Training