

Partnership Program

AVAILABLE TO HIGH RISK MERCHANTS & PSPs

AREAS OF FOCUS FOR THE PARTNERSHIP

// PARTNERSHIP

PSPs, ISO,s Payment facilitators and all Resellers of payment services
Volume Based Retail Merchants
High Risk Merchants

// HOW WE HELP

Provide education and sell through support to resellers
Provide real turn key business set up for High Risk Merchants.
How it would work?
Outreach Campaign to Merchants, PSPs and partners engaging in discussions around best practices around each vertical and their transaction needs

// UPSTREAM LARGER MERCHANTS

Volume Based and Multi-Location Merchants
Who should be using ST as an integral part of their offering
We will set up entire web presence and tools to support partners

// HOW ST HELPS

- Offering a unique toolkit to help:
 - o Partners sell more merchants
 - o High risk merchants set up in new countries

ACQUIRING.COM AND SECURE TRADING

Preferred partnership benefits

Acquiring.com

// SUPPORT FOR THE PROGRAM

- Acquiring.com would build a partner specific landing page by area of focus for PSPs
- For High Risk Merchants we would build an entire business presence
 - o Including, real site if merchant relocates,
 - o Entire business Identity and legitimate business presence (shows up in google)
- Acquiring.com would provide email content HTML layout if needed
- Live Chat Scripting for Chat Bot or Customer Service Associates
- Slides for Business Development Efforts
- Promotional incentive to merchant (1 month free etc.)
- Promotional VIDEO (+/- 60 seconds) by Area of focus with value proposition
- Internal and external (PR) announcement of partnership

// PARTNER SUPPORT FOR THE PROGRAM

- Partner Would communicate awareness of ST product to existing businesses by area of focus with messaging and tools developed by ST and Acquiring but approved by partner.
- Partner would communicate option and offers to internal groups to cross sell or upsell the products
- Make training materials videos or webinars surrounding retention, payments or verticals as required

// TIMING OF THE PROGRAM FOR PARTNERS

Phase 1 Exploration	Phase 2 Refinement	Phase 3 Launch
<ol style="list-style-type: none">1. Initial Conversation2. Initial Proposal3. Review of proposal4. Introduction to stake holders by Area of focus	<ol style="list-style-type: none">1. Formal Proposal Based on Area of Focus2. Review of Formal proposal3. Launch Plan	<ol style="list-style-type: none">1. Kick Off2. Internal Education3. Internal Final Review4. Soft launch5. Launch

// BENEFITS TO PARTNERS PSPS ETC.

1. Acquire new merchants and increase customer retention rate.
2. Improve Quality of sales
3. Shorten Sales Cycle
4. Gain revenue share and sales incentives
5. Lowered Cost of Acquisition

// BENEFITS TO HIGH RISK/INTERNATIONAL MERCHANTS

1. Establish unquestionable business presence in region required to process
2. Provide legitimate business tools as turnkey operation
3. Including answer service email responders
4. Lead forwarding and legal set up.
5. Deeper relationship with ST and Acquiring