

ANOVIA PODCAST SCRIPT - 9TH MARCH

Hello and welcome to the first Anovia Merchant Services podcast.

My name is Hollie Jones, Australian General Manager for Anovia Payments. We launched this new opportunity last month and as of today we've received a large number of great referrals.

Today, Elvis Gonano the ACN Pacific Product Trainer has some common questions that have been asked of the Anovia team. I'll answer them as well as share some helpful tips to help improve your success rate with your customers.

1. Some customers don't provide their merchant statement upfront. Can IBOs still submit the referral?

- a. Yes. Just put all relevant details in the Notes section of the online referral so that the Account Executive knows the situation. Provide as much information as possible to help them understand the customer's circumstances.
- b. In the scenario where the customer doesn't want to or does not have the statement at hand, just include that in the Notes.
- c. In the scenario where the customer is not able to scan their statement, you can have them take a photo of each page of the statement and upload that.
- d. In the scenario where the customer has never processed payments, just include that in the Notes.
- e. While the statement allows us to better tailor our offer, we are able to provide an offer in any scenario.

2. How does an IBOs know what is going on with their referral?

- a. The Account Executives will attempt their first contact call for every referral within 24 business hours.
- b. Our usual process is to keep you informed of the progress of your referral. With the volume of leads we are currently working through, we may not be able to provide an update at each stage. You can also refer to your customer list for the latest status.
- c. If for any reason you want to be contacted prior to us contacting the customer, let us know in the Notes section of the referral.
- d. If you would rather be less involved in the process then let us know that too in the Notes section of the referral.
- e. In some cases the Account Executives are still not able to speak with the customer after 3 calls and 3 emails. It is at this stage that the IBO who submitted the referral will then receive an email from Anovia asking them to call the Account Executive to decide on the next steps for this customer. The emails could be going to spam, so we advise that IBOs check their spam filter. Please let us know if you are not being informed, send an email through to comms@acnpacific.com.au.

3. When IBOs submit a referral what should their customer expect from Anovia?

- a. We've received feedback that customers are expecting either a specific level of savings or a fee comparison spreadsheet - this is not the case.
- b. What we will actually do is discuss a merchant's business and their current payments processing. That way we look at costs as well as other features to determine the best offer for your specific customer.
- c. So, depending on your customer's situation and needs, current costs and savings is just part of the discussion. Features such as:
 - i. free online reporting or
 - ii. the ability to 'pay at table' or 'split bills' for a restaurant can actually win their business and not just fees.
- d. Also, if the customer is family or a friend, mark this down in the relationship field and write it in the notes section of the referral. Knowing that the customer is a close relative can greatly assist the Account Exec in how they approach the call.

4. How do IBOs best make use of the Meet or Beat Guarantee?

- a. When you are speaking with a potential customer let them know you have a great new partner that will provide them a tailored offer with competitive features, service and pricing.
- b. It is important to get the referral to us as soon as possible so the Anovia team can handle the specific feature and cost questions.
- c. If a potential customer is still hesitant to provide a referral, then this is the time to offer the Meet or Beat Guarantee as an incentive.
- d. When offering the Meet or Beat Guarantee, please remember there are specific criteria the referral must meet. For details go to Merchant Services in the Product section of Pacific Compass, the flyer is located in the 'Marketing and Sales Material' tab. Please print these double sided when giving them to customers and highlight the criteria so they are clear.

5. What if IBOs have questions around selling to their customers?

- a. Even if you have questions, always start by sending through the referral.
- b. The Anovia Account Executives are focused on contacting your customers to understand their business and provide them our best solution.
- c. Remember, if you're not yet familiar with the Anovia Payments offering, please review the Merchant Services Essentials training in the new Back Office. You will also find FAQs and a Tip Sheet on Pacific Compass. These resources will often easily answer many of your questions.

That's all for this first Anovia podcast, please follow these great tips to help you and your prospective customers enjoy the benefits of Anovia Payments.

Keep sending through all those great referrals and we'll follow them up and keep you in the loop.

Tune in for the next Anovia podcast to keep up to date with the news you need to know.

Thanks very much and have a great day