



## Dispelling The Myths Of **WIRELESS PAYMENTS**

Successful Selling Tips For Overcoming The Objections  
To Wireless Payments And Increasing Your Sales Opportunities



# The New VeriFone WIRELESS

## EASY SET-UP, MORE SUPPORT, BETTER COVERAGE.

“We talk on cell phones, check email in airports, surf the Web in coffee shops, and listen to music via satellite. Nearly everything in the world is going wireless, and payments are no exception.”

Doug Bergeron, CEO  
VeriFone, Inc.

### A NEW ERA OF WIRELESS

Forget what you think you know about wireless. It's time to enter the new world of wireless with VeriFone.

As the industry leader, we've taken great strides to ensure that our new wireless technology is easier to use, has unparalleled product support and harnesses the vast coverage of all the major wireless networks.

By selling VeriFone wireless solutions, you and your merchants will have the peace of mind that can only come from the advanced technology and industry-leading reliability of VeriFone.

This sales guide will show you the benefits of selling VeriFone wireless solutions by dispelling some common myths surrounding wireless payment technology. By understanding the truth behind these myths, you can easily expand your sales opportunities with existing merchants – as well as break into emerging wireless markets.



## SET-UP IS COMPLICATED

**REALITY:** Leading US processors and resellers have VeriFone wireless solutions in stock and set-up is plug-and-play.

“I couldn’t believe how fast I got my wireless device up and running. I took the device out of the box, plugged it in, made a phone call and I was instantly connected!”

### SELLING TIP:

Let merchants know that setting up their wireless device is as easy as setting up a cell phone – in fact, they can be up and running the same day they receive their equipment.



## THERE’S NO SUPPORT

**REALITY:** All major processors are on board – many with Class A help desk support.

“I was surprised at how knowledgeable my processor’s help desk was when it came to my wireless device. Their diagnostic and troubleshooting tools are great, and it’s a comfort knowing help is only a phone call away.”

### SELLING TIP:

Lack of help desk support is one of the primary concerns about wireless payment solutions. When talking to merchants, bring an overview of help desk services – including diagnostic and troubleshooting tools in your pitch book.



## COVERAGE IS SPOTTY

**REALITY:** Nationwide networks now provide the most expansive and reliable coverage ever.

“I’ve found that my new wireless device gets far better coverage than I ever did with my Mobitex device. In fact, it has been just as reliable as my land line.”

### SELLING TIP:

Use coverage maps to show how far-reaching wireless is – and compare coverage to older networks like Mobitex. Several websites also provide more detailed coverage maps that allow merchants to check coverage down to their own neighborhood.



## IT'S EXPENSIVE

**REALITY:** Cell rates are actually very economical and merchants can save with PIN-debit and lower fees for swiped transactions.

“I knew I’d save money with PIN-debit, but didn’t realize that my mid- and non-qualified transactions would be virtually eliminated. Now almost all my transactions are swiped, which saves me even more than I anticipated. On top of that, my wireless fees aren’t nearly as expensive as I thought they would be.”

### SELLING TIP:

Show your customers the hard and fast savings. Evaluate their processing statements to show them the savings from PIN-debit and improved qualification levels. And compare the fees for landline phones vs. cellular service to show them just how affordable wireless fees really are.



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## **MERCHANTS DON'T NEED IT**

**REALITY:** Wireless expands electronic payments – it can reduce chargeback risks and increase customer satisfaction and merchant flexibility.

“I never thought I would need or use a wireless device in my shop. But now that I have it, I don’t know how I lived without it. We’ve used our wireless device for line busting and sidewalk sales. We’ve also redesigned our storefront, and it’s great that our checkout stations weren’t tied to phone lines.”

### **SELLING TIP:**

Show your merchants new ways to use wireless: line busting, sidewalk sales, redesign of storefronts, etc. Additionally, show them the savings and increased protection they’ll get from swiping transactions that they could only key with a wired solution.



## **WIRELESS TRANSACTIONS ARE SLOW**

**REALITY:** New and improved technologies enable high-speed communications and transaction times as fast as 2 to 3 seconds.

“I was shocked at how fast the device processed transactions. I was expecting 30 seconds or a minute, and instead it was only a few seconds! My customers are happy too – after all, no one likes to wait.”

### **SELLING TIP:**

Let the device speak for itself. Let your customer run a demo to see just how fast it really is.

WIRELESS  
MYTH



## WIRELESS INFORMATION CAN BE INTERCEPTED

**REALITY:** VeriFone wireless solutions employ state-of-the-art encryption practices and adhere to the strictest security standards in the industry.

“Initially I was worried about using a wireless device – I didn’t want my customers’ card information to be hacked. I’ve since learned that VeriFone wireless solutions are just as secure as traditional dial devices.”

**SELLING  
TIP:**

Tell your customers that transactions on wireless solutions are just as secure – if not more so – as data on a dial device. All transactions processed on VeriFone wireless solutions go through intense encryption processes.

WIRELESS  
MYTH



## THE EQUIPMENT IS FLIMSY

**REALITY:** VeriFone wireless solutions were built for mobile use, are field-proven and meet VeriFone’s industry-leading standards of durability and reliability.

“I own a restaurant, so it was really important to me to have a device that can survive being dropped, getting wet, etc. It’s taken a lot of abuse and still continues to work like the day it came out of the box.”

**SELLING  
TIP:**

VeriFone devices are the most durable and reliable in the industry – and our wireless solutions are even more rugged. They have been engineered to be both spill-resistant and drop-proof.



## THERE'S NOTHING IN IT FOR ME

**REALITY:** Selling VeriFone wireless solutions allows you to take advantage of emerging markets – going beyond traditional retail and restaurant merchants. Personal services, contractors, remote and mobile businesses are perfect candidates for VeriFone wireless solutions. What's more, with retention rates that rival those of proprietary devices, VeriFone wireless solutions help increase your merchant retention.

### AND THAT MEANS MORE MONEY FOR YOU.

- There's never been a better time to introduce your existing merchants to wireless – or to take advantage of sales opportunities in non-traditional verticals.
- The market is growing, and early adopters will be the ones who gain the most.

## QUICK FACTS

- VeriFone wireless solutions represent the best moneymaking opportunity in the payments market today
- The wireless market – including mobile services, delivery, outdoor merchants, sidewalk sales and mall kiosks – is largely untapped
- Improved wireless technologies provide more reliable and far-reaching coverage options
- Wireless devices and service packages have never been more affordable
- VeriFone wireless solutions are more durable, reliable and faster than ever before