



The Agent Sales Guide



What We Do

TREC provides a complete digital system to meet the needs of today's business owners and consumers.

Our solution includes mobile apps, online ordering, loyalty programs, push notification marketing, and so much more.



TREC Solutions & Features

- › Branded Mobile App & Online Ordering System
- › One Touch Customer Reordering
- › Customizable Loyalty Programs
- › Unlimited Push Notification System
- › Appointment Setting

- › Delivery Integrations
- › Full Feature Dashboard & Analytics
- › Accept Orders From Anywhere
- › Accept Visa, MasterCard, Discover, and Apple Pay Transactions
- › Table Reservation System

How It Works

- › One Time Set Up Fee & Monthly Plan
- › Remote Set Up In Minutes
- › In-Depth Training and Support

Get Started Today by Emailing Us: merchantsupport@trec2go.com



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I. Introduction

The Agent Sales Guide will get you navigating the field as a salesperson and start successfully closing TREC App & Online Ordering system sales.

The better you know the information and follow these universal guidelines to selling the TREC System — the better your pitches will be, precise, personable, and practiced!

II. How to Use The Agent Sales Guide

How to Use The Agent Sales Guide in Three Steps

Step 1. Go through the Agent Sales Guide section by section, in succession, and familiarize yourself with the information. So that you retain the data at a high percentage, read a few sections per day over a three day period.

Step 2. The Agent Sales Guide is to be with you on sales calls - as a printed, hard copy, and as a pdf version so that you can refer to it according to the scenario. The information within the Agent Sales Guide has been organized according to its content so it can be used alone or in conjunction with other pages.

Step 3. Proven and successful sales methods and steps located in the **How to Sell TREC** section of this guide.



III. Key Terms



Online Ordering System

The Online Ordering System can be defined as a simple and convenient way for customers to make a purchase online, without having to go to the place of business.

Mobile App

Mobile applications (also known as mobile apps) are software programs developed for mobile devices such as smartphones and tablets. Mobile apps can perform actions much quicker than a mobile website. Apps usually store their data locally on mobile devices, in contrast to websites that generally use web servers.

Mobile App Push Notifications

¹The ability to send instant, non-intrusive notifications to users is so desired that it is one of the major reasons why many businesses want to have a mobile app. There have been instances where the push medium of notifications has delivered click-through rates of 40%.

Key Terms

For the last couple of decades, email has been the most widely-used business communication tool. Businesses have extensively used email (some almost abused it) to reach out to their users.

As a result, email has lost the effectiveness it once had; its open rates and click rates have constantly dropped.

SEO. Search Engine Optimization

Search Engine Optimization is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

*A merchant’s own online ordering website will increase the overall search results for the merchant. TREC provides merchants with their own online ordering website.

ASO. App Store Optimization

App Store Optimization is just like Search Engine Optimization (SEO) which is for websites, only app store optimization is for mobile apps. The function of optimization is to improve the visibility of a mobile app in an app store such as the App Store for iOS, Google Play for Android.

*A merchant’s own app will increase the overall search results for the merchant. TREC provides merchants with their own custom branded app on Google Play and Apple App Stores.

E-commerce

Payment transactions conducted electronically on the Internet.

¹https://vwo.com/blog/10-reasons-mobile-apps-are-better/?utm_campaign=tof_ugc

IV. What is TREC

TREC creates branded Apps & Online Ordering Websites for merchants in many industry types.

Our product provides a new avenue to gain new merchants and maintain existing customers. TREC's design is easy to learn and even easier to implement.

We saw a need in this quickly growing industry for a sleek, all-inclusive, ordering system that is both simple in design and affordable investment for businesses.

From Ordering to Appointment setting to making Reservations, TREC has it covered.

TREC created a product that is new and refreshing in an industry saturated with over-complicated technological systems.

TREC allows businesses to easily manage incoming app and website orders through a straightforward system configured specifically for that business' sales demands. Merchants have complete access over their content through our unique backend development tool, providing the merchant with instrumental analytics and control over their business.

Why a Merchant Needs their own Branded App & Online Ordering Website

V. Why a Merchant Needs a Branded App & Online Ordering Website

There are many reasons why a merchant needs their own App & Online Ordering Website and why merchants are choosing TREC.

In this section, we will list the reasons why a merchant should have their own branded app and online ordering website, why other businesses have chosen this method, and how this system improves operational efficiency.



Why a Merchant Needs their own Branded App & Online Ordering Website

Reasons

Branding: Have a business listed on the Google Play and App Store.

Ease of Setup: Installing the system takes just a few minutes.

Ease of Use: Make it easy for customers to order from your place of business by providing them with a means of convenient ordering.

Mobile Reporting Tools: Access to merchant business data and orders from anywhere.

Customer Data: Merchant has full access to your customer information.

Advanced Analytics & Reporting: Better understanding of customers orders to allow so merchants can tailor to needs and customize messages.

Retain Customers: Provide the business with a way to connect and interact with customers on digital level.

Incentives: Offer new and existing customers incentives thru the TREC system - all in few steps.

Create your Branded Marketing Campaigns: The backend of TREC allows full access to create promo codes, new items the business is offering, special discounts, events, and more.

Trending: More companies than ever are implementing online ordering in some way or another. TREC provides an all-inclusive system that works to grow the merchant's business.

Simplify the Ordering Process: Minimize the number of calls coming into the restaurant and the time needed to take a Phone order, (i.e. 20 orders/day = 600 fewer calls/month).

Why a Merchant Needs their own Branded App & Online Ordering Website

Flow of Customers: TREC creates a smooth flow of customers inside and outside the establishment. Helpful when parking is limited or if the business takes time in preparing an order.

Minimize Errors: Compared to taking an order over the phone, when an order is placed directly by the customer, the order is sure to be as they expected.

In-App payment Options: Merchants can choose between 'pay on pickup', 'pay on delivery', 'pay in-store only' or any combination of.

Website Ordering: Included in the TREC setup, customers will have the option to order from the merchant's very own online ordering website.

Printed Receipts: Through TREC's partnership with Epson Printers, merchants have the ability to print and provide receipts to customers, and print copies for bookkeeping purposes, at any time.

Digital Receipts: Have access to digital receipts, access to a databank of previous orders and files all kept on TREC servers so this doesn't take up your precious hard drive space.

Table Reservations: Accept and plan out table reservations.

Appointments: Accept and plan out Appointments on the merchant's terms.

Choice of Payment Processor: We felt this was important to offer; the merchant can use any processor they wish. Integrations are available so the merchant's current processor will seamlessly connect with TREC website & app ordering system.

Why a Merchant Needs their own Branded App & Online Ordering Website

Loyalty Programs: Create your own loyalty programs or use one from our recommended list.

Full Backend Control: The TREC system allows the merchant to have full control of the system. Add new pictures to the App & Website, add new items, access customers' previous orders/sales history, other ordering data, sales trends, and popular items, use our comparative sales charts and more.

Customer Convenience -- Pay on the Go: Customers can store cards on the merchant's app and website.

Customer Convenience -- Repeat Orders: Customers can choose from a list of "Recent Orders" with one click and place an order.

Increase Customer Interaction: Send loyalty options or messages to one customer or to the entire customer base with just one click.

Immediate purchases: Multiple payment methods including FB ordering are available with TREC.

Be Competitive: Branded apps create competitive advantages.

Notifications: Real-time notifications of orders, purchases, appointments, and reservations placed.

Growth: Actively grow business and increase search results via Search Engine Optimization (SEO) & App Store Optimization (ASO).

Efficiency: Improve operational efficiency.

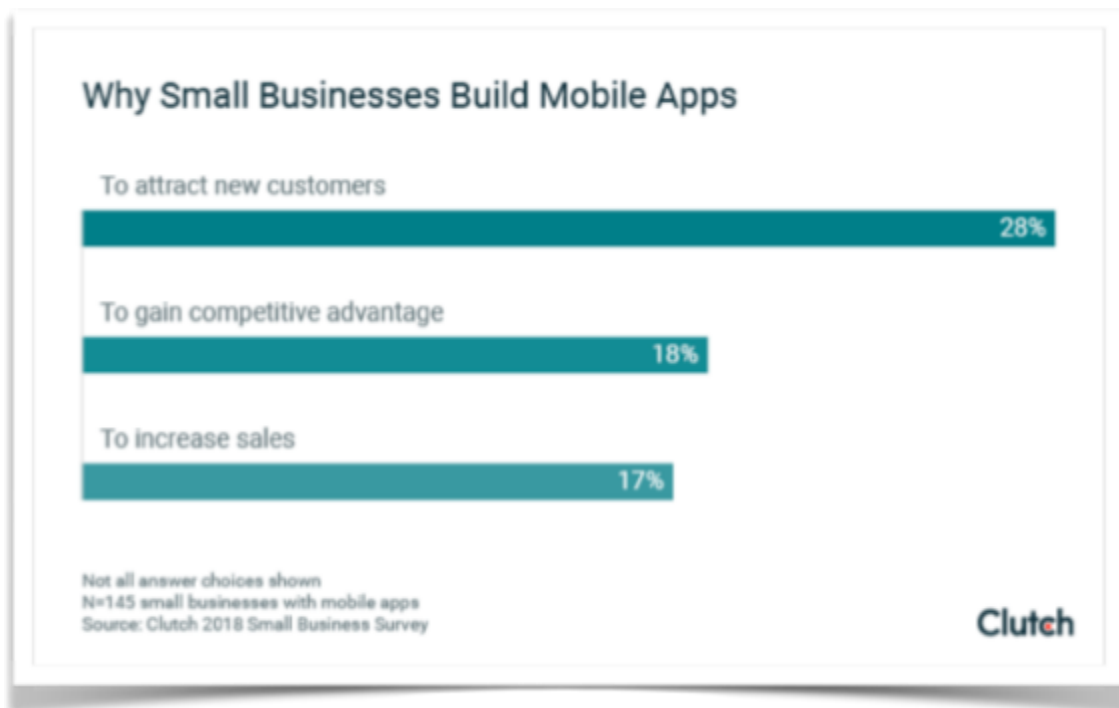
Business Model: Easily incorporate into an existing business model and works alongside POS systems.

Why a Merchant Needs their own Branded App & Online Ordering Website

Small Businesses Should Invest in their own App

²Over half of small businesses owned by millennials (55%) have a mobile app, but only 13% of small businesses owned by baby boomers have one.

According to studies, here are a few more reasons why businesses should have their own App.



²<https://clutch.co/app-developers/resources/small-business-apps-survey-2018>

Why a Merchant Needs their own Branded App & Online Ordering Website

Improve Efficiency & Save Money



Four Ways Merchants can Improve Efficiency & Save Money

1. Online & In-App Ordering is More Efficient.

When a merchant's business makes the move to online and in-app ordering, their staff will no longer need to take phone orders. This increases the merchant's productivity and lessens errors from phone orders. The responsibility is on the customer to get their order right, and there is no opportunity to misunderstand them, like there is on the phone.

2. In App and Online Ordering Increases Customer Spending

Customers spend 27% more when ordering on an app or website compared to in-store transactions.

3. Customers want to Pay in-App and Online

Seventy-four percent of consumers are already ordering online. When a merchant has their own app, customers will start utilizing the businesses' service.

4. In App Ordering gives the Merchant Valuable Customer Data

Take ticket sizes, repeat orders, and your customer base to new heights.

VI. TREC Operating Systems

The following is a list of the software versions and browsers that TREC supports.

Merchant Facing - Merchant Portal. The merchant must use any of the browsers listed below to successfully use a merchant portal.

- Google Chrome
- Firefox
- Safari
- Internet Explorer

Merchant Facing - ORA. The merchant must have the following software running in their device to successfully operate ORA.

- Version **Android 9 Pie** and later
- Version **iOS 12.0** and later

Customer Facing. A customer/user must have the following software running in their device to successfully operate a merchant app and website.

Merchant App

- Version **Android 9 Pie** and later
- Version **iOS 12.0** and later

Merchant Website

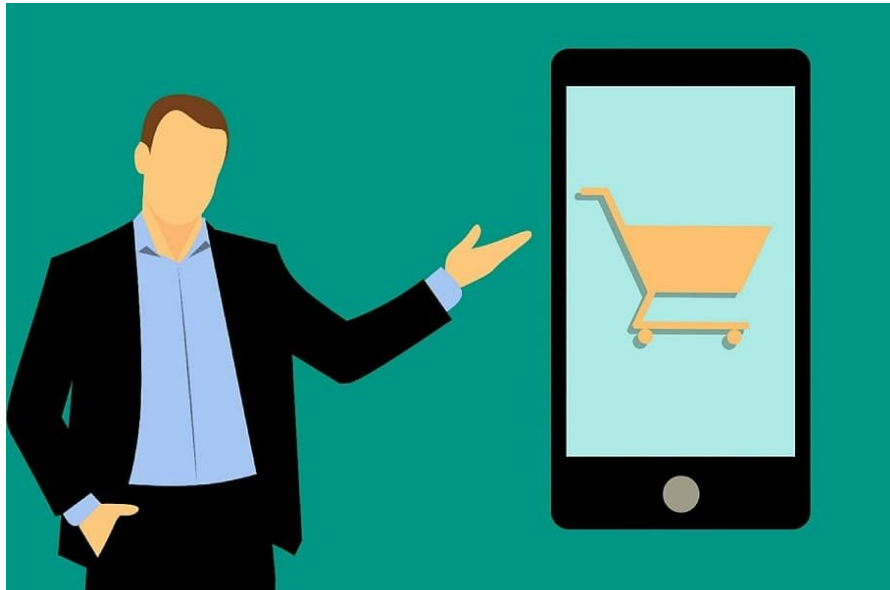
- Google Chrome
- Firefox
- Safari
- Internet Explorer

VII. App and Online Ordering is Essential

App & Online Ordering is essential for all merchants.

With App and Online Ordering, the merchant can keep pace with the current business environment and meet the needs of customers.

The statistics, data, and customer feedback all point in this direction.



Market Research Firm



³“ Retailers are facing a radically changing consumer. The rise of online shopping is forcing retailers to not only update their technologies but the ways in which they engage their customers. Things like mobile ordering, Click and Collect, Buy online and Pickup in Store (BOPIS) are requiring new processes and more integrated systems.

But during this transition retailers still must offer the same full range of instore services. This has created the ongoing dilemma of doing more with less - not only with technology, but with the precious labor hours at the store level.”

³IHL Group, Market Research Firm. 1/31/18

App and Online Ordering is Essential

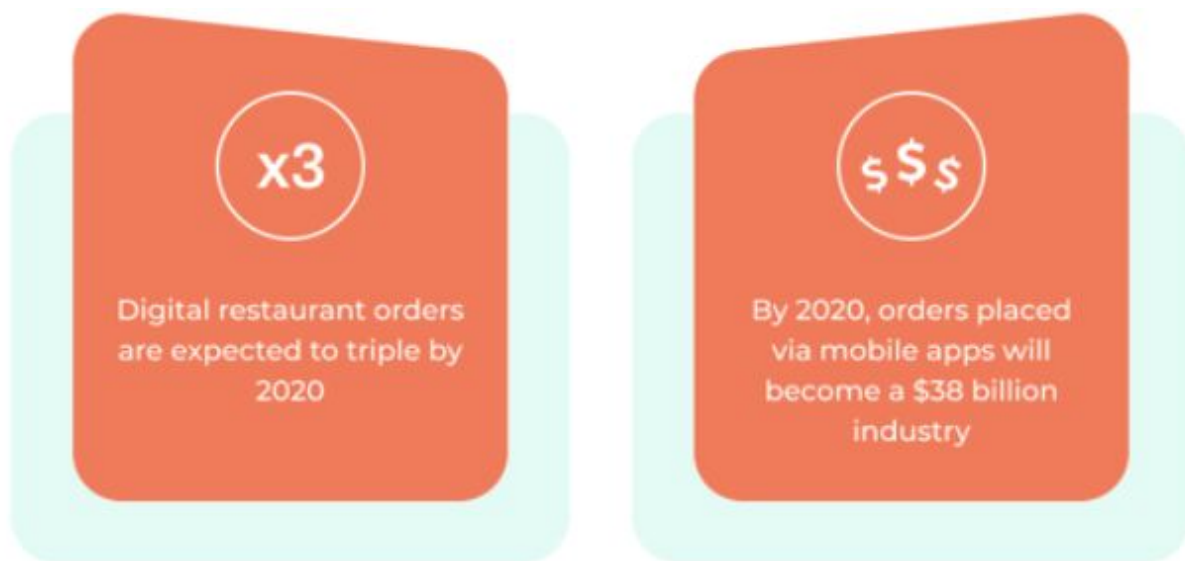
Statistics

⁴74% of consumers have ordered food through a website or mobile app—and it's been shown to increase ticket sizes by as much as 30%.

The average smartphone user spends 2 hours and 15 minutes each day using apps.

Research shows that there are between 60 and 90 apps installed on the average smartphone.

The percentage of people ordering food through a smartphone app has tripled going from 11% to 39%. This number is expected to increase year over year, into 2026.



Number of restaurants in the United States from 2011 to 2018

Over 660,000 restaurants exist in the United States as of 2018.

<https://www.statista.com/statistics/244616/number-of-qsr-fsr-chain-independent-restaurants-in-the-us/>

App and Online Ordering is Essential

34% of consumers spend at least \$50 per order when ordering food online. On average a person spends \$16 - \$30 in a full service restaurant.



- 59% of restaurant orders from millennials are takeout or delivery.
- 70% of consumers say they'd rather order directly from a restaurant, preferring that their money goes straight to the restaurant and not a third party.
- 45% of consumers say that offering mobile ordering or loyalty programs would encourage them to use online ordering services more often.
- Pizza chains reported an 18 percent increase in customer spend from online/mobile orders vs. phone orders.

⁴<https://upserve.com/restaurant-insider/online-ordering-statistics/>

App and Online Ordering is Essential

Starbucks

Starbucks is a great example of app ordering and they have the statistics to show.

Starbucks noted that 29% of its sales came from orders that were prepaid online or through its mobile app.

<http://money.cnn.com/2017/04/27/news/companies/starbucks-digital-sales/index.html>

Starbucks has the highest consumer base for apps and the highest percentage of customers that order via the app and use the app for various reasons (see top reasons below).

Top reasons Starbucks Users use the App

1. To pay for order in-store
2. To order ahead
3. To review the menu

<https://www.statista.com/statistics/1082081/consumer-behavior-starbucks-app-us/>

App and Online Ordering is Essential

App Users

⁵50% of daily active app users search for apps at least once a week.

Studies have shown that 63% of apps are discovered through app store searches.

The data shows that many customers will find a business by doing their own search. The only way these users will find a business on the app store is if the business has one.

43% of consumers want to order meals via an app, according to a National Restaurant Association (NRA) study. However, only 18% of its members have a menu app.

Millennials, says a Bankrate study of dining habits, tend to dine out an average of five times per week. That's more than any other generation — meaning that an effective mobile ordering strategy is absolutely essential for future growth.



⁵<https://blog.hurree.co/blog/what-is-aso-why-is-it-important>

<https://apple.news/A9KnCcictQXmOd7qRiU0>

Cashierless & App Success



A significant driver of cashier-less retail is the success that self-service has delivered in other markets, including restaurant and hospitality.

McDonald's, for example, is in the process of adding self-service kiosks to 1,000 U.S. locations per quarter. These kiosks allow guests to customize their orders and pay with a credit card — or choose a pay-at-the-counter option.

McDonald's discovered that their customers' preference for self-service isn't necessarily about speed. Kiosks and apps allow customers to take their time, without pressure from a cashier (or a line behind them) to view their options and decide on what they want in a more relaxed manner. McDonald's CEO Steve Easterbrook told CNBC, "What we're finding is when people dwell more, they tend to select more. So, there is a little bit of an average check boost that comes with it."

This aligns with the findings of a recent Deloitte consumer survey, which reveals average spend increases 20 percent when quick-service restaurant customers use technology to place orders. Deloitte also found that self-service technology leads to a 6 percent bump in the frequency of a customer's restaurant visits.

App and Online Ordering is Essential

Why Customer Data is Critical for Merchant Success

Customer information is critical for acquiring new customers, increasing order values, and guaranteeing repeat orders.

When a merchant has an app and online ordering website built by TREC, they have access to customer data including but not limited to:

- Customer Names, Addresses, and Phone Numbers
- Menu Items Ordered and Order History
- Channels used for ordering (i.e. Website, Mobile App)
- Order Sizes
- Whether an Order was for Pick-up, Delivery, and Time Requested



Data Helps Business Owners Earn More Money

Merchants using a branded app by TREC can uncover information about customer ordering habits and patterns, then make changes to further the merchant - customer relationship.

Current customer trend examples and questions to be considered;

1. A merchant may notice customers with business email addresses placing large orders. These customers may be ordering on behalf of a team or staff group. The special instructions may also give the merchant insight.
 - The merchant may consider showing appreciation for the office administrator who is placing the order for everyone --- by sending the customer a one time promo code or discount offer on their next personal purchase.
2. A merchant may find a large percentage of orders coming through customers' mobile devices/the merchant's app. In conclusion, these customers are on the go and appreciate the convenience of in-app ordering from the business.
 - A merchant may consider ways in which to make the customer experience even easier, so they reorder more frequently. One way could be creating an all-inclusive package --- by grouping frequently ordered items into one item for one-click, quick ordering.
3. If a merchant sees a dip in returning customers one month, they should consider how they could entice more customers to order again. For instance, an end of the year sale notifying the customer base (i.e., Now through the end of the year take 35% off any plant in the greenhouse.)

App and Online Ordering is Essential

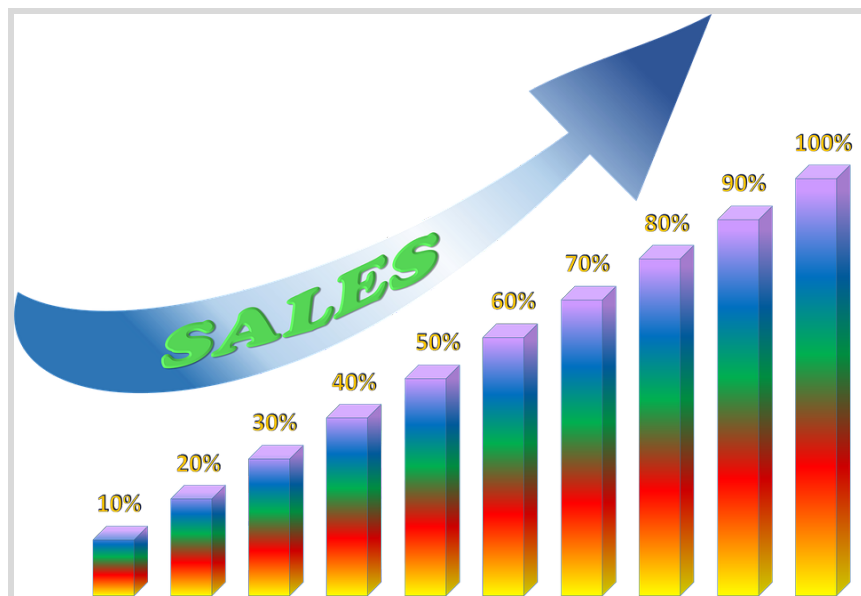
All of these scenarios show how a merchant can utilize collected customer information and make the most of it by increasing order frequency, ticket sizes, and, ultimately, a customer base.

Data Improves App & Online Ordering Sales

1) Merchants and New Customers

Customer data helps merchants make strategic decisions. When a merchant is using the TREC system, they have access to email addresses, phone numbers, and access to notifications via the opt-in process customers accept when registering with the merchant's app.

- Merchants can send emails, text messages and push notifications with promotional codes to customers, asking them to take advantage of a discount -- and even forward it to a friend who may want to receive the same offer.
- Merchants who promote social media profiles to a current customer base will generate awareness about the merchant's app and online ordering availability and features.
- When a merchant is preparing an order for pickup or delivery, the merchant should add marketing material to create awareness.

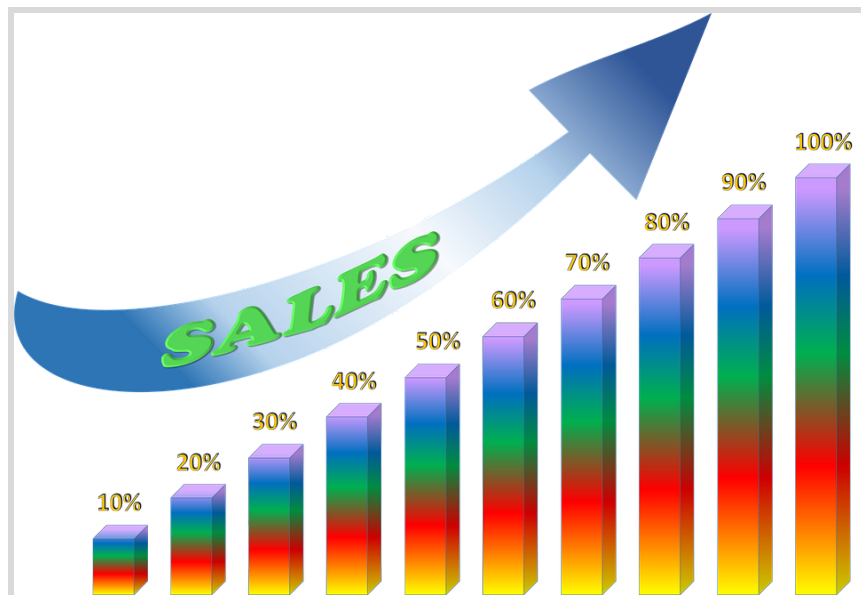


2) Increase Customer Spending

Using information the merchant can view via their TREC merchant portal about how customers order, the merchant can create ways to boost sales and increase customer spending.

For instance, if a specific item is popular at certain times/days, a merchant would try combining that popular item with another, not so popular items.

- Does a merchant receive a lot of requests for condiments or other special preparations? The merchant can turn these special requests into opportunities by creating new modifiers as add-ons, for an additional cost.
- Merchants can look at which items aren't performing as well and maybe they have something in common - like an ingredient or the manner in which they're described. Merchants can make real-time adjustments and monitor how their customers respond.

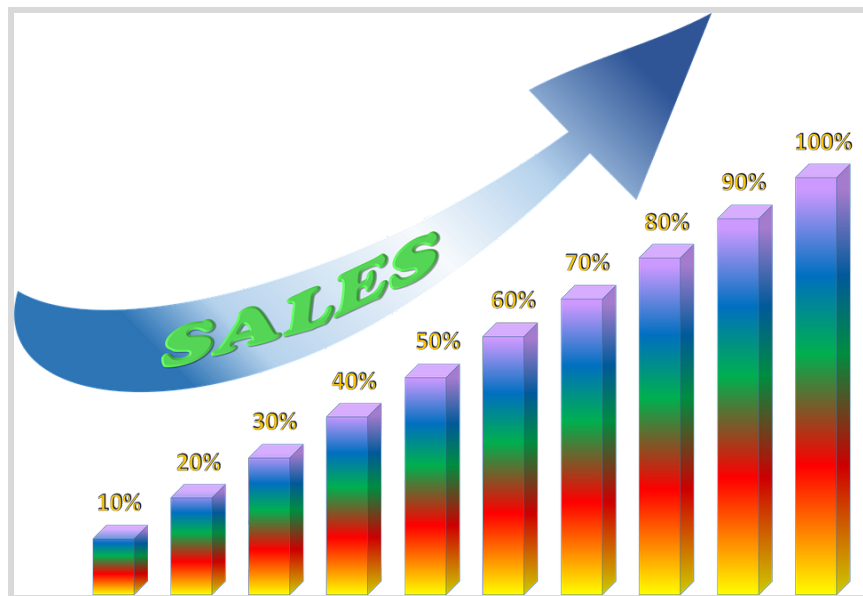


3) Increase Repeat Orders

Customer data gives you merchants keys to increase repeat orders.

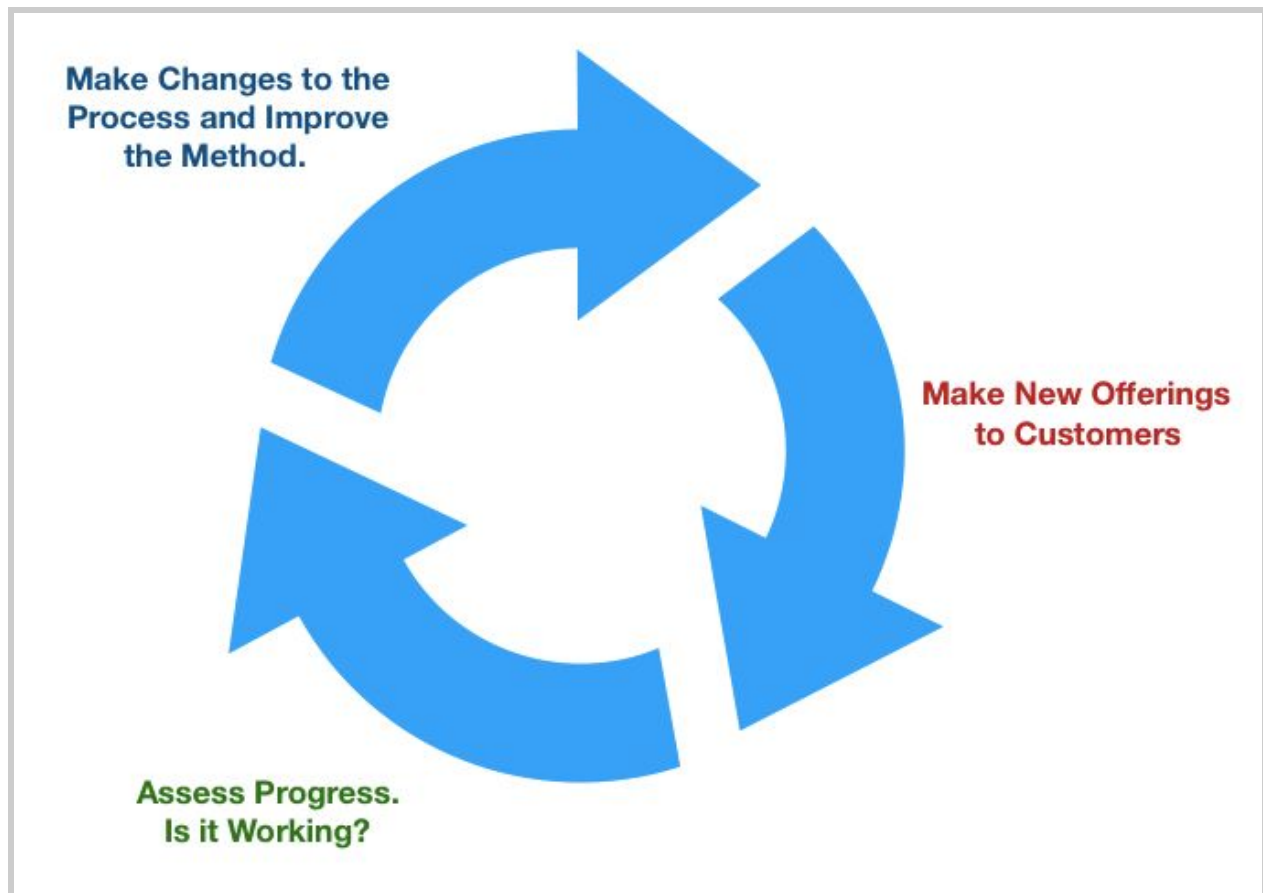
What is working for merchants today;

- Send emails to different groups of customers based on their ordering behavior. Find your most loyal patrons and send them to a 'VIP discount' or pinpoint customers who haven't ordered and offer them a small incentive to order.
- Monitor how customers are ordering and make it easier for them to order again.
- Stay on customers' minds and turn them into regulars by sending them monthly notifications. TREC merchants find that this tactic produces an increase in ordering by 23%.



8 Reasons Why Loyalty Programs Are Imperative

Companies throughout the nation are now utilizing loyalty programs more often than ever before. These organizations understand the importance of retaining existing customers and choose to implement a system directed specifically at building customer loyalty.



Eight Reasons Why Loyalty Programs Are Imperative



1. It Has Been Proven to Boost Growth

Loyalty programs have been tested time and time again, and have proven to be successful in numerous industries.

2. Loyalty Programs Are Not As Expensive As You May Think

Pursuing new customers is the true cost burden. Keeping an existing customer is 7x less expensive than acquiring a new one. Thus, even the resources the merchant would utilize in a loyalty program will most likely pale in comparison to the expense of finding new buyers.

3. Boost Reputation

Loyalty programs serve a dual function: to incentivize new clients to stick around after purchasing your goods and services and to ensure that existing loyal clients still feel as if they are valued by your operation.

4. Increase Sales By Including Enticing Rewards

Rewards programs entice customers to purchase more at a given time.

5. It Provides Vital Market Research

By offering a loyalty rewards program, you are conducting a form of research that will provide you with similar information about your customers. Through trial and error, you will begin to see the sort of incentives that fuel the desire of your clients.

6. It Makes Customers Happy

Providing additional rewards for the most loyal customers sets the business apart from other, non-participating companies.

7. Digital Rewards

Offer a robust set of rewards for a broader array of clients.

8. Once It Gets Started, It Does All the Work

Once the merchant has a rewards program set up, it effectively becomes a self-sustaining machine, due to its cyclical nature: the more a client purchases, the more rewards he or she receives, thus inspiring him or her to continue purchasing.

⁶<https://marketingland.com/8-reasons-loyalty-programs-imperative-marketers-109077>

App and Online Ordering is Essential

Industry Example

Coffee shops are an excellent industry example for apps and app ordering loyalty. This industry has one of the best examples of apps in the industry — Starbucks.

Starbucks has the highest consumer base for apps and the highest percentage of customers that order via the app. These customers use the app for various reasons.

See the top reasons below.

Starbucks noted that 29% of its sales came from orders that were prepaid online or through its mobile app.

<http://money.cnn.com/2017/04/27/news/companies/starbucks-digital-sales/index.html>

Top reasons Starbucks Users use the App

1. To pay for order in-store
2. To order ahead
3. To review the menu

One more point to highlight that is something we sometimes miss in the app & online ordering website conversation.

As Starbucks analytics point out, their customers' #3 reason they use the app is to view the Starbucks menu.

The app is not just for app ordering - It's a great way to digitally "hand-out" the business' menu or list of items the store is selling.

Some companies spend hundreds of dollars a month, or more, to print a menu or an item list. Only for the customer to take a copy home, look at it once, and toss it.

The merchant's app & online ordering website now becomes the "go-to digital menu" for a business. This digital menu or item list never fades in color or has to be printed again and can be updated in real time, at any time.

Think of all the money this could save a business on print marketing, mailings, paper, and the unforeseen costs that come with it like people's time.

You may notice menus sitting on the counter of a store you walk into, so this may be the perfect snippet of info that makes it click and becomes the tipping point for a business owner you meet, to move forward.

<https://www.statista.com/statistics/1082081/consumer-behavior-starbucks-app-us/>

The Merchant Has an Existing Setup

VIII. The Merchant Has an Existing Setup

The merchant that already has an existing setup to receive app and online orders, table reservations, and appointments via an aggregator application.

There are good reasons why the merchant should keep an existing platform(s) or system(s) in place and use it as a complement to their app and online ordering website built by TREC.

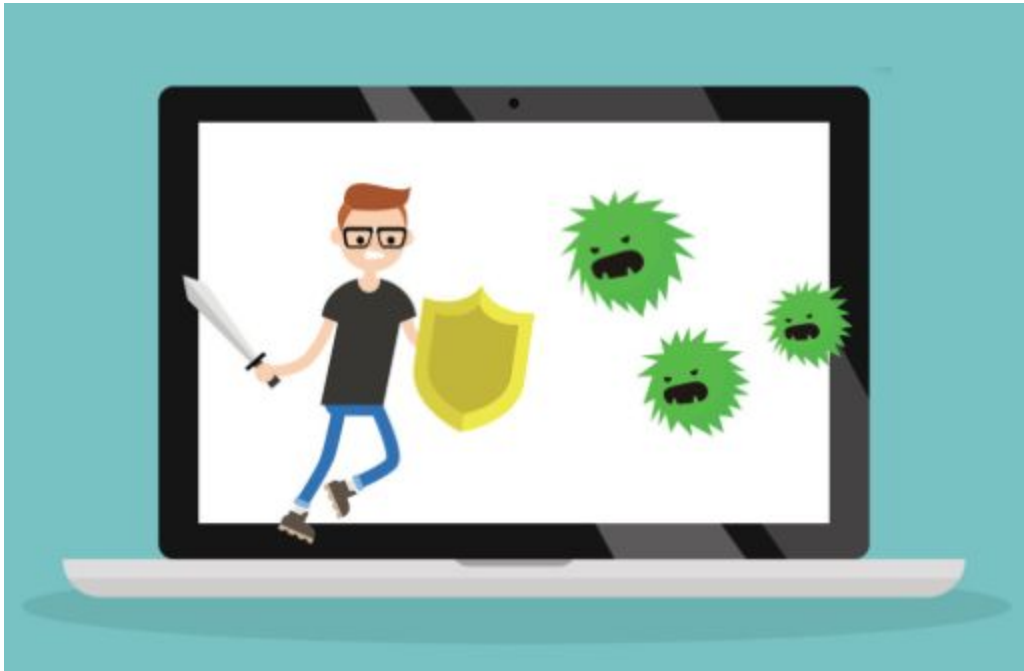
But there are also many good reasons why the merchant should look to transition away from these third-party aggregator apps eventually.

Third-party apps place competitor's businesses around a centralized, uniform app. These categorizing puts merchants at a disadvantage.

When a merchant has their app and online ordering website, a merchant can now stand out from the rest and take advantage of everything TREC has to offer.



How Grubhub and Other 3rd Party Apps are Harming Merchant Business and What Can be Done



3rd party apps hurt merchants' profit margins.

With Grubhub and other 3rd party apps, the merchant could be paying 15-30% commission on each and every order.

3rd party apps weaken merchant - customer relationships.

While Grubhub may bring in new customers and a high order volume, the merchant isn't receiving any valuable customer data from them. Instead, merchants are renting their customers, while Grubhub owns all of the information surrounding the customer database. This setup makes it very difficult for you to tailor your promotions and directly market to or communicate with your customers. With a branded ordering solution, merchants will have the ability to see and own all customer data, including email addresses and ordering behavior. Having this valuable data can help the merchant increase repeat orders and build loyalty with their customers.

The Merchant Has an Existing Setup

3rd party apps markets competitors to the merchant' customers.

As an example, the merchant owns an Italian restaurant, and they're best known for pizza. About two weeks ago, they had a new customer try one, and they enjoyed it. The merchant then gives the customer a promotional card that was received from Grubhub to market the pizza. Fast forward to a future date, and that same customer may not remember the restaurant name where the great pizza was from, but they remembered the pizza and seeing "Grubhub" at the top of the card the merchant handed them. Then, they search "pizza" in Grubhub's search bar. Can you guess how many restaurants come up?

Not only will that customer be inundated with marketing from other restaurants that have paid Grubhub to be at the top of the search results, but the merchant's customer is now a loyal Grubhub customer.

Instead, if the customer received a promotional card with the merchant's restaurant's name at the top, the merchant would have branded their own business. This example is yet another reason it is so crucial for a merchant to have their own branded app and online ordering website.

The Merchant Has an Existing Setup

3rd Party Apps

Uber Eats

Merchant can keep Uber Eats and TREC can work in tandem.

Ubereats charges 20 - 30% in commission from the restaurant for every order.

Drivers receive 100% of any tips customers leave in the app.

Driver pay for an UberEATS delivery = Pickup fee + Distance travelled from pickup to drop-off + time from pickup to delivery + drop-off fee.

Uber takes a 25% cut of each order.

Grubhub

Merchant can keep Grubhub and TREC can work in tandem.

Grubhub has the potential to bring new customers to the merchant. It should be made known to customers that order via Grubhub that the merchant has a new app, let TREC work in tandem with Grubhub.

Open Table

Merchant can keep Open Table and TREC can work in tandem.

When a merchant has Opentable, the cost is \$250 per month plus \$1.00 per person, per reservation.

When the order path is from the merchant's branded website/app to Open Table, the Open Table cost is now \$0.25 per person, per reservation.

Savings. This is a \$0.75 or 75% savings per reservation while still using the Open Table platform.

TREC works with Doordash

Doordash

Some aggregator/3rd party apps can be useful. Take Doordash for example. Doordash provides a convenient delivery platform for customers to utilize but it is at a high cost to merchants.

However, TREC has integrated a way for a merchant to utilize the Doordash delivery platform at no cost.

The merchant only needs to sign up with Doordash, get a Store ID, and TREC will integrate the Doordash system into the merchants app.

Merchants that Only use Doordash

When a merchant has Doordash, the merchant pays Doordash a 25% commission for each order and the consumer pays a 10% service fee to Doordash.

Merchants that use Doordash and TREC

If the merchant has a branded online ordering/mobile app built by TREC and a customer places an order with Doordash via the link from the merchant's app or website built by TREC, there is a 0% commission due to Doordash.

**The consumer pays a 10% service fee to Doordash.*

Savings. The merchant has saved 25% by having their own branded app/online ordering website built by TREC and still utilizes the Doordash platform.

Doordash Setup Process

Existing Doordash Merchants

- 1) If the merchant has an existing Doordash account, the merchant would need to re-negotiate the commission fees with Doordash.
- 2) Once re-negotiated, TREC uses the merchants current Store ID to create and add the Doordash link to the TREC App and Website.

**Merchants can negotiate for reduced commissions and other affiliate programs, but do not always receive these perks. Reduced commission rates can be greater than or equal to 0%.*

New Doordash Merchants

TREC can provide the merchant with the appropriate Doordash contact for setting up a Doordash account.

- 1) The merchant would need to negotiate the 0% commission fees for Doordash pickup and delivery orders.
- 2) Once negotiated, Doordash creates a Store ID for the merchant.
- 3) Doordash provides TREC with the Store ID.
- 4) TREC creates and adds the Merchant's Doordash Store ID link to the merchant's app and website.

How to Convert 3rd Party / Aggregator App Customers and Increase Sales in 5 Easy Steps:

Merchants that want to reduce costs can start transitioning customers from Grubhub and other third party aggregator apps to their own app & online ordering website. Below are a few ways to start the process and accomplish this.

1. Offer promotions on the business app only.

To create an incentive for customers to order directly from the merchant, the merchant should create a promotion that only applies to their business. If the merchant wants to target specifically with this promotion, they would create a specific promo code (i.e. *Get 20% off your next online order with code "20OnUs"*).

*Customers will be apt to order less from the 3rd party apps and more from their own branded app.

2. Increase Brand Visibility.

One easy way to convert customers is for the merchant to have their own branded marketing material and attach it to pick-up/to go orders.

3. Remove Grubhub from a Business Website.

It will likely confuse customers if the merchant has multiple online ordering buttons listed on their website.

How will customers know which option to pick?

This is a major online ordering mistake.

If the merchant wants to prevent customers from ordering on Grubhub, the first step is to make sure their button is not visible on the merchant's website. If a customer has a choice between "Order on Grubhub" and "Order Online," they will be more inclined to choose Grubhub because they recognize the name.

The Merchant Has an Existing Setup

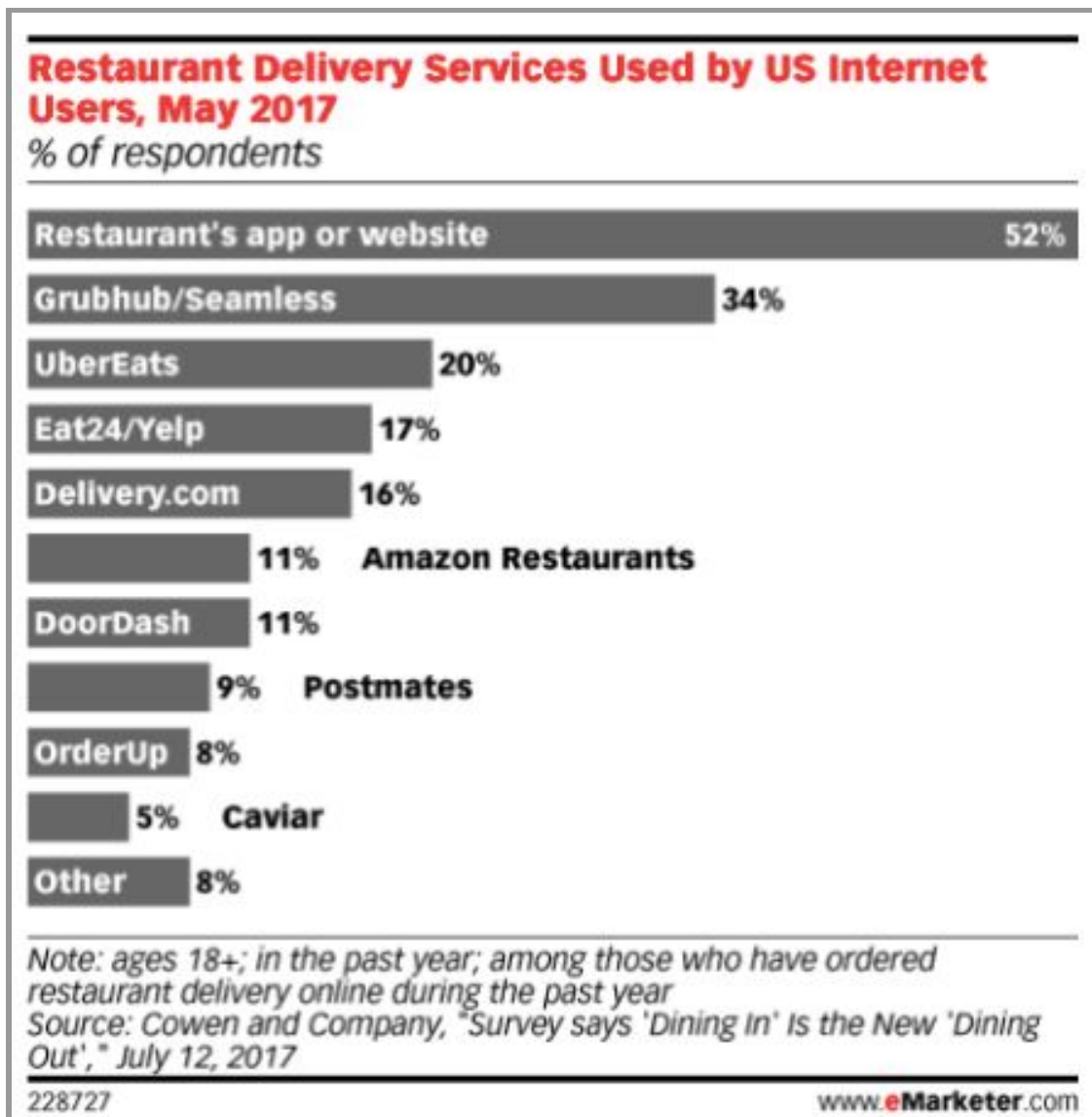
4. Transparency - Why Grubhub is Bad for Business.

Customers care more than one might think and will always appreciate the merchant's honesty. Customers should order directly from the merchant's branded ordering channels.

5. New Customers through a Customer-Friendly App.

With a TREC subscription, the merchant can accept unlimited, commission-free orders through their own website and mobile app.

* Most people prefer to use a Merchant's branded app or website to order.



The Merchant Has an Existing Setup

Comparison & ROI



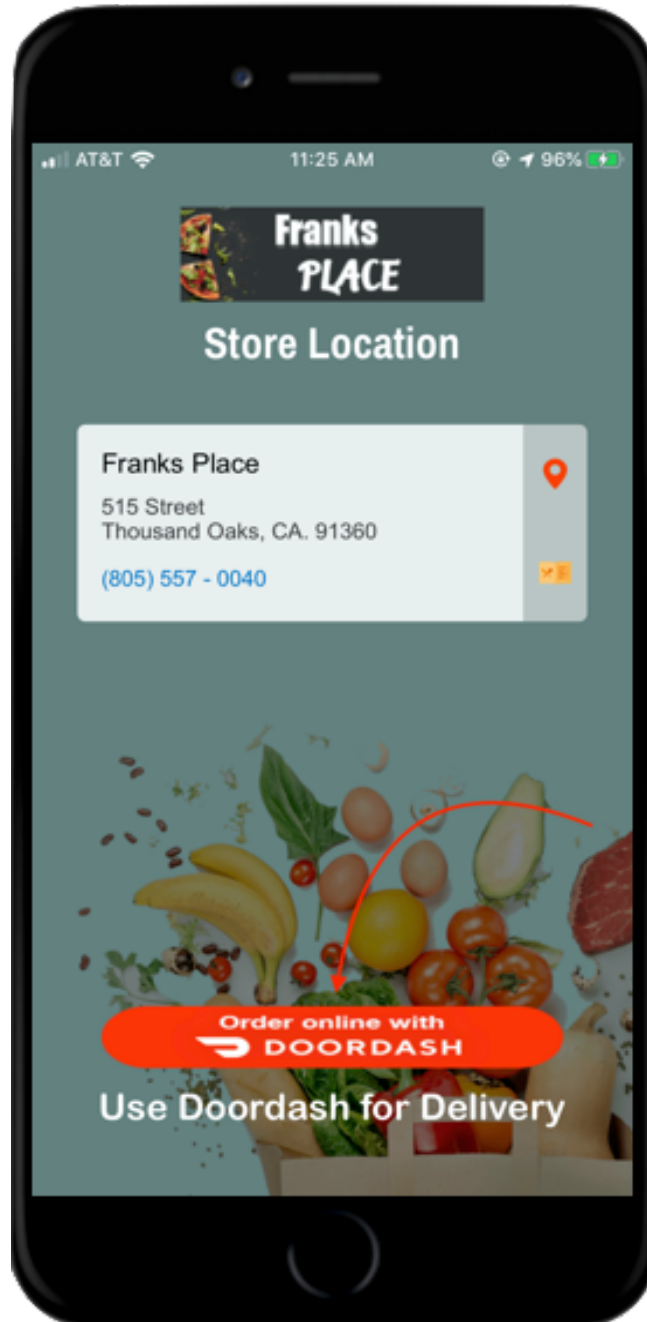
The Average **Grubhub** Merchant spends \$6,656.40

The Average **TREC** Merchant spends \$2,303.00

TREC Merchants Save \$4353.40

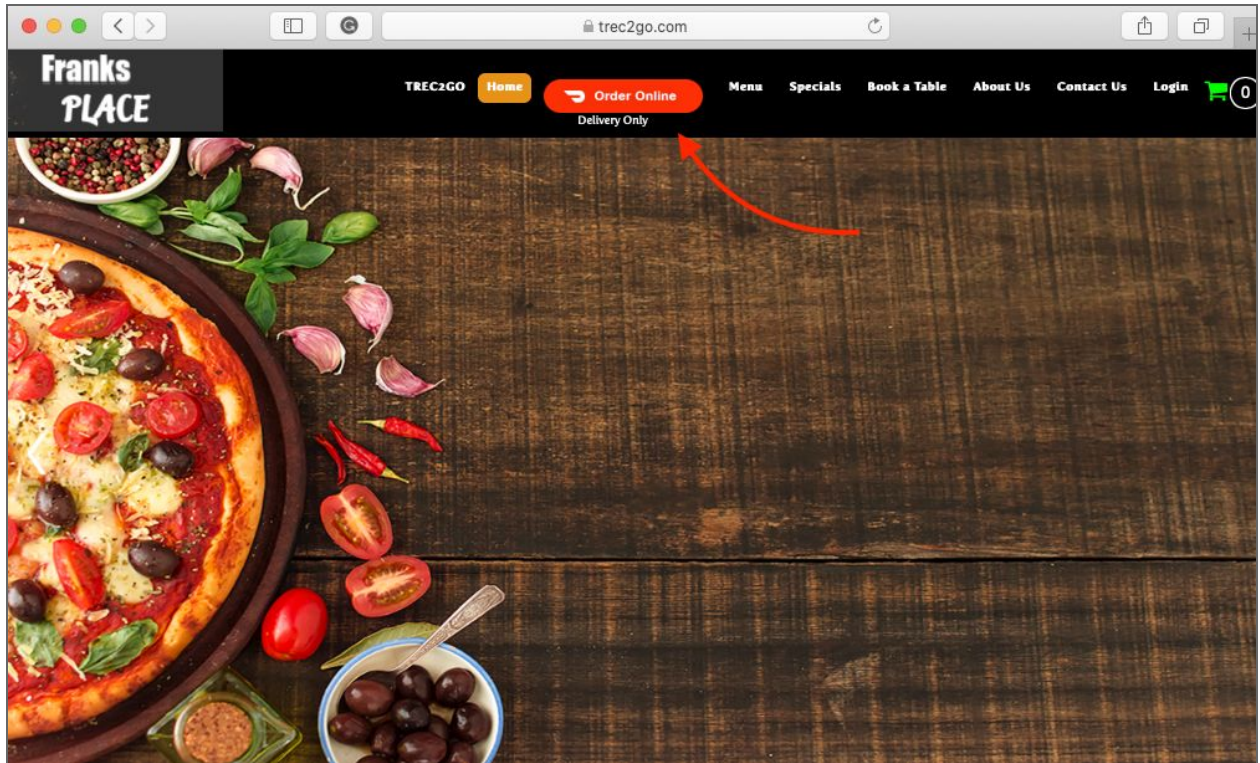
The Merchant Has an Existing Setup

Doordash Link - App Example



The Merchant Has an Existing Setup

Doordash Link - Website Example



IX. TREC Loyalty Programs & Notification System

TREC Loyalty Programs

TREC provides built-in loyalty programs that can be customized according to the merchant's needs.

Any Loyalty Program can be setup and activated in one or two steps.

*For more information and details see;
Discounts & Specials (Loyalty Programs)



TREC Loyalty Programs & Notification System

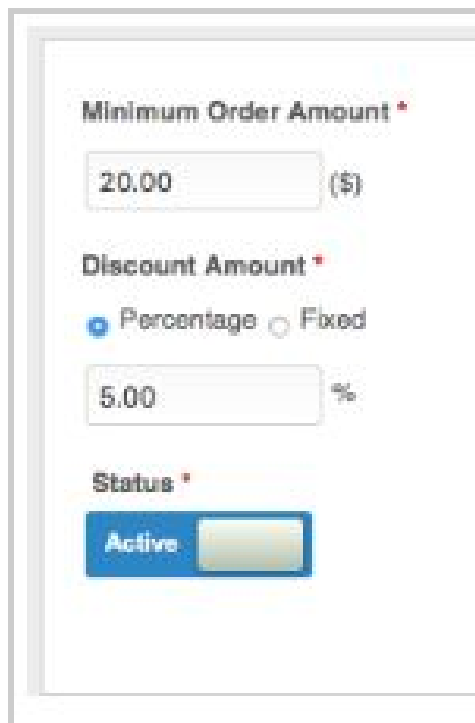
1. Total Discount

The Total Discount loyalty feature allows a merchant to automatically discount all orders that exceed a specific dollar amount by either a fixed percentage or dollar amount.

For Example; if a Merchant wishes to discount all orders by 5% if the order is over \$20, creating a 'Total Discount' in the merchant portal will allow for this result for future customer purchases.

The option for a Percentage or Fixed discount amount is also available for the merchant to choose from.

Total Discount Example: 5% off any order over \$20 (Merchant Portal View)

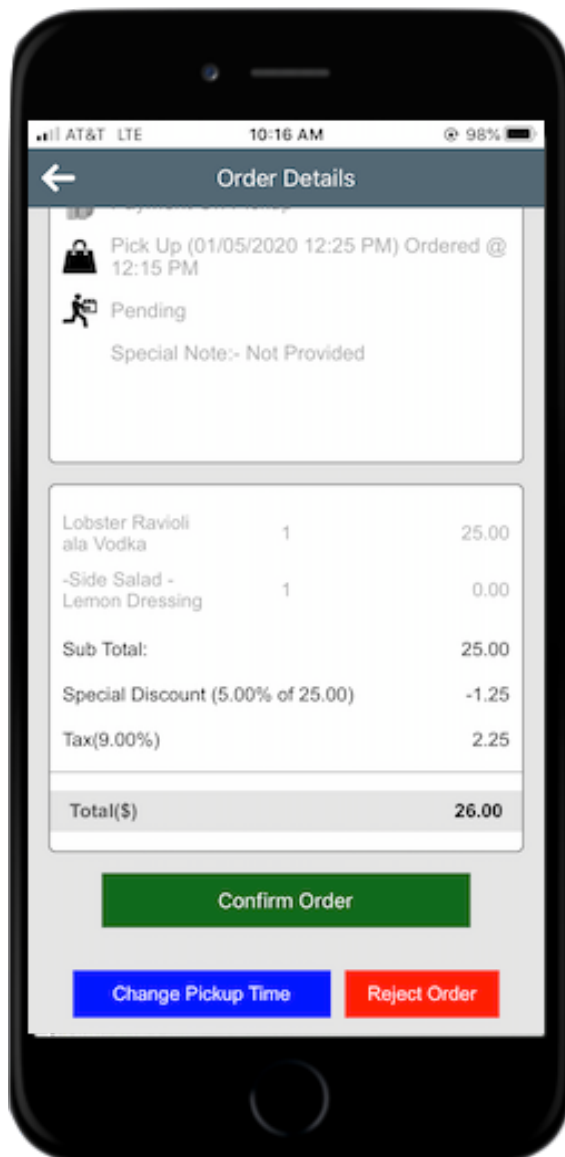


The image shows a form for configuring a Total Discount. It includes a 'Minimum Order Amount' field set to 20.00 (\$), a 'Discount Amount' section with radio buttons for 'Percentage' (selected) and 'Fixed', a 'Discount Amount' field set to 5.00 %, and a 'Status' section with a toggle switch set to 'Active'.

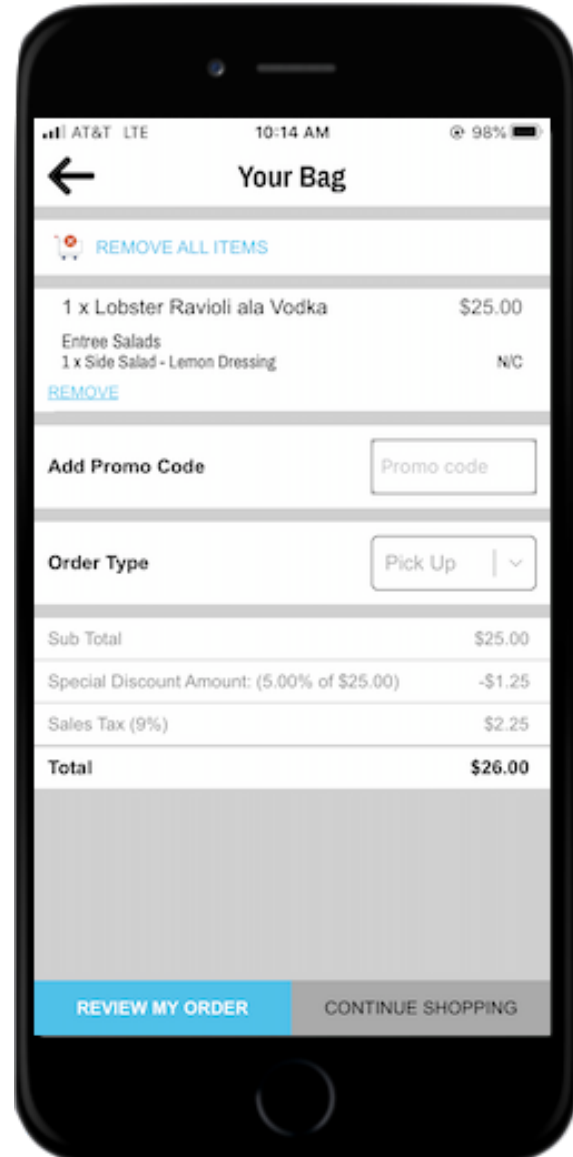
Type	Details
Total Discount	Minimum Amount: \$20.00 Total Discount: 5.00% Discount Type: Percentage

TREC Loyalty Programs & Notification System

Total Discount (ORA View)



Total Discount (Customer View)



TREC Loyalty Programs & Notification System

2. Coupon Code

This feature allows a merchant to create a discount that will only activate if the customer types in the specific coupon code onto their order at checkout. The Coupon Code can be any combination of letters or numbers, (i.e. 'Save5').

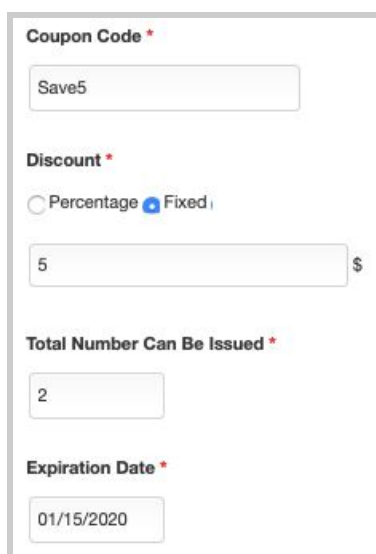
*The Coupon Code configuration follows the same format as the Total Discount feature but includes two additional fields;

2a. Total Number Can be Issued. This field allows the merchant to only allow a specific amount of times the coupon code can be used in total. For example; if the merchant wishes to allow for fifteen coupons to be activated and used, setting this to '15' will set the coupon to de-active after reaching fifteen uses.

2b. Expiration Date. This allows for a merchant to set a date which the coupon code will no longer work.

The option is available for a merchant to configure a Coupon Code as a Percentage or Fixed amount.

Coupon Code Example: \$5 off with Promo Code "Save5" (Merchant Portal View)



Coupon Code *

Save5

Discount *

☐ Percentage ☒ Fixed

5 \$

Total Number Can Be Issued *

2

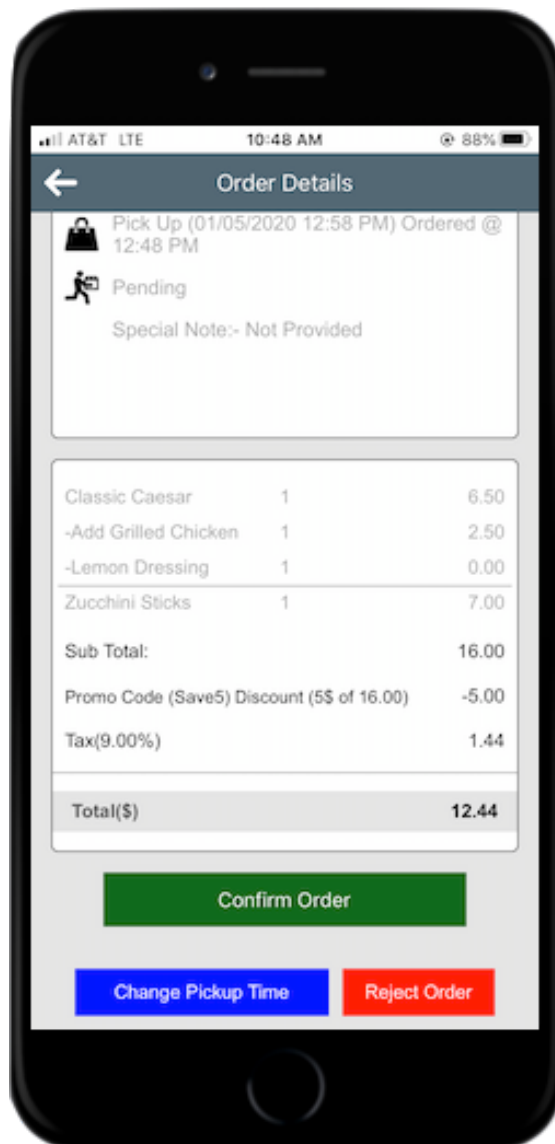
Expiration Date *

01/15/2020

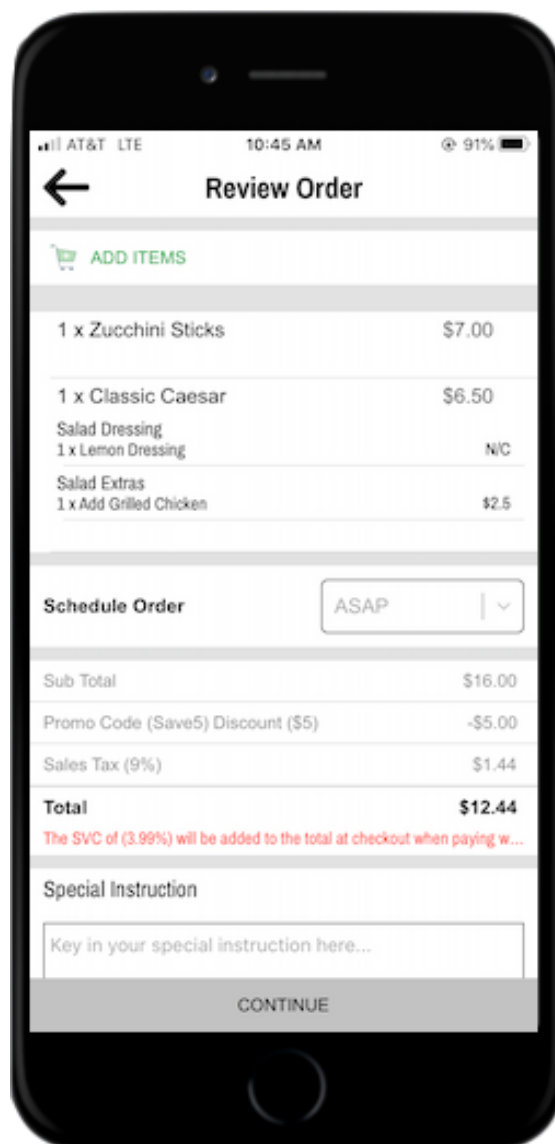
Type	Details
Coupon Code	Save5 Menu Discount:\$ 5 Total Number Can Be Issued: 2 Expiration Date: 01/15/2020

TREC Loyalty Programs & Notification System

Coupon Code (ORA View)



Coupon Code (Customer View)



TREC Loyalty Programs & Notification System

3. Product Loyalty

This allows a merchant to specify a reward for purchasing the same item, multiple times.

For example, if a Product Loyalty on a Pure Leaf Tea were to be set at buy two with a reward of 1 (free), the customer would receive a Free Pure Leaf Tea after purchasing the specified item two times.

Product Loyalty Example: Buy Two Get One Free (Merchant Portal View)

Item Name *

Pure Leaf Tea

Number of Purchases *

2

Amount Free *

1

Status *

Active

Type	Details
Product Loyalty	Item Name: Pure Leaf Tea Number of Purchases: 2 Number of Free Items: 1

TREC Loyalty Programs & Notification System

Product Loyalty (ORA View)

Order Details

frankg@purepayments.com

Payment On Pickup

Pick Up (01/05/2020 03:26 PM) Ordered @ 03:16 PM

Pending

Special Note:- Not Provided

Pure Leaf Tea	2	4.00
Pure Leaf Tea	1	Free
Sub Total:		4.00
Tax(9.00%)		0.36
Total(\$)		4.36

Confirm Order

Change Pickup Time Reject Order

Product Loyalty (Customer View)

Review Order

ADD ITEMS

2 x Pure Leaf Tea	\$2.00
1 x Pure Leaf Tea	Free

Schedule Order ASAP

Sub Total \$4.00

Sales Tax (9%) \$0.36

Total \$4.36

The SVC of (3.99%) will be added to the total at checkout when paying w....

Special Instruction

Key in your special instruction here...

CONTINUE

TREC Loyalty Programs & Notification System

Notification System

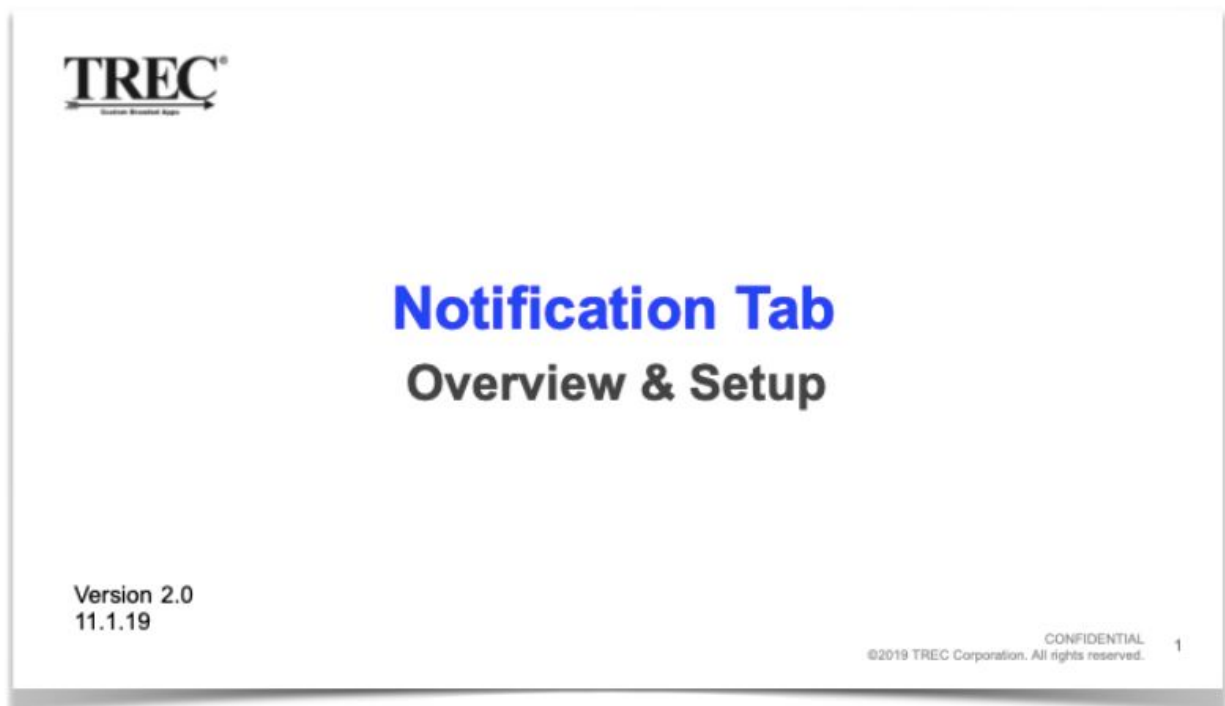
The Notification System is just one of the many tools TREC provides and works in conjunction with Loyalty Programs. The merchant can utilize the notification system by sending a universal message and notify customers about a loyalty program that is available, including promo codes and discounts offered.

A notification is pushed to a registered customer's mobile device as an App Notification and as an SMS/text message.

The customer must register on the merchant's app or website prior to receiving a notification or SMS/text message.

TREC merchants are experiencing above 90% of their customers place orders as a Registered customer compared to the Guest customer checkout option.

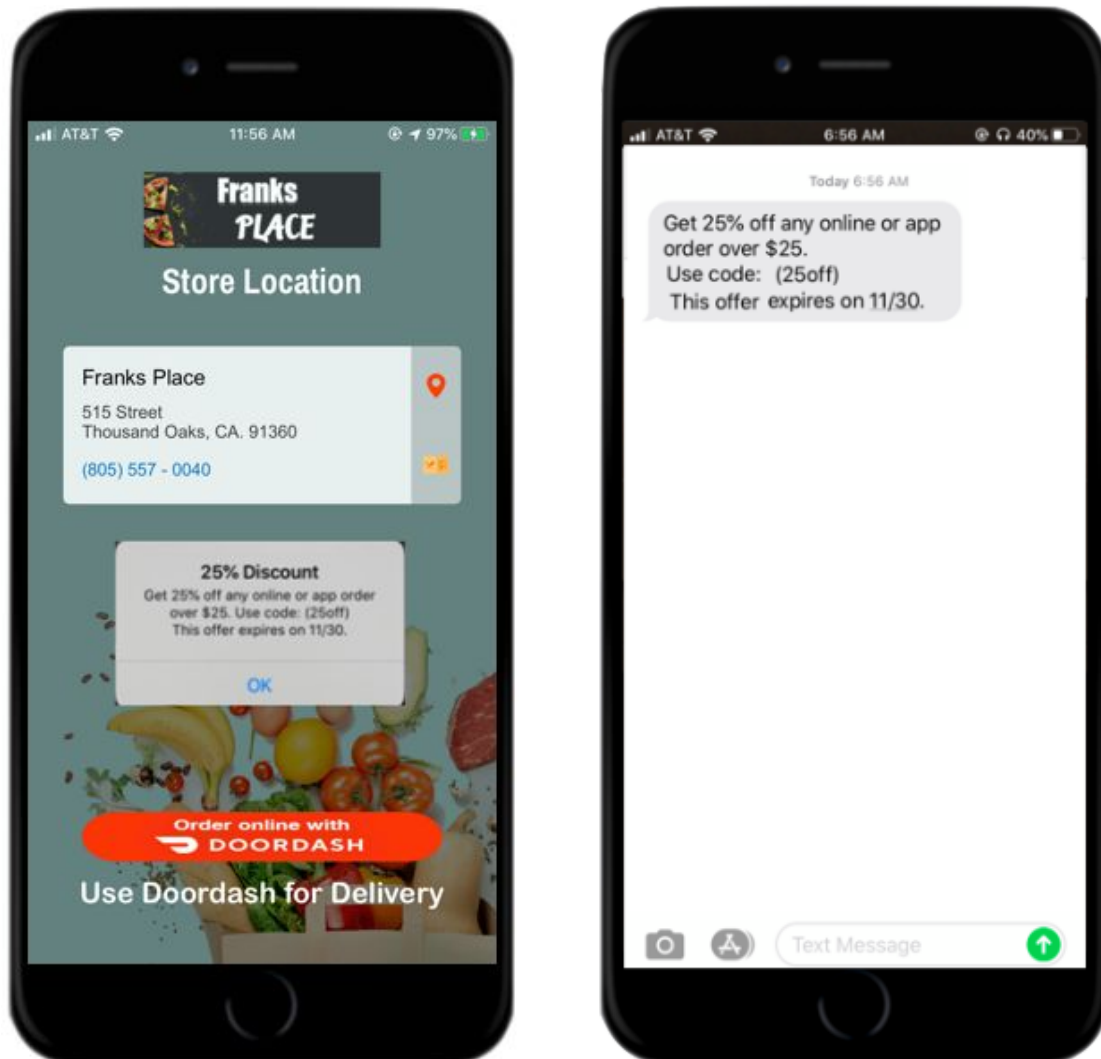
*For more information and details see; [Notification Tab](#)



TREC Loyalty Programs & Notification System

Loyalty | Notification Example

Example of a Notification for a Loyalty program is sent to a Customer.



85% of customers that receive a promo code discount from a TREC merchant via an app notification will use the promo code and place an order within 48 hours.

Order Receiving Application (ORA)

X. Order Receiving Application (ORA)

The Order Receiving Application (ORA) is a multi-use application that a merchant can operate.

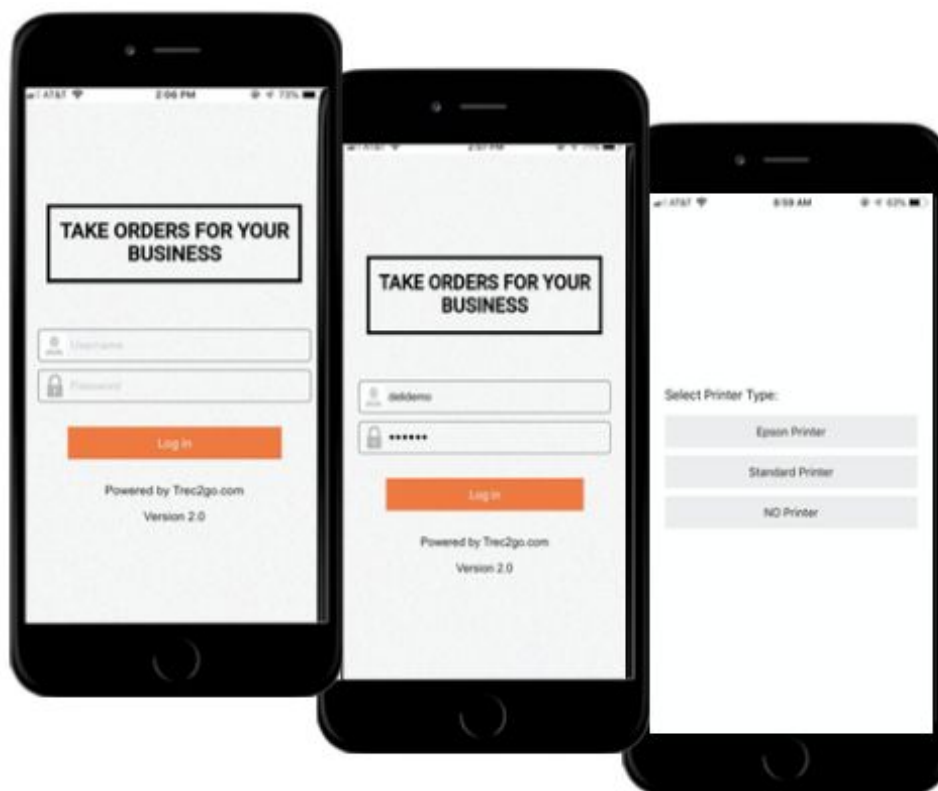
TREC provides ORA as a method of receiving; orders, catering orders, table reservations, and appointments.

ORA works on iPads, tablets, and mobile devices.

Depending on the merchant need, options are available for printing receipts or having no receipt at all.

To access ORA, the merchant performs a 1x download of the ORA App from the Google Play store or App store and keys in their credentials that are provided by TREC.

**For more information on ORA setup and details see; [ORA Presentation](#)*



Order Receiving Application (ORA)

Device Software Version

ORA can be used on iPads, tablets, and mobile devices.

For ORA to function and operate at peak performance, the listed software versions must be installed on the device.

iPad

iOS 10.0.0 and later

Android Tablet

Android 9 Pie and later



Order Receiving Application (ORA)

Receipt Print Options

Epson Printer

The Epson line of printers is an integrated solution. Merchants can manually accept orders and print or use the auto-accept method.

Standard Printer

A standard printer can be used. Print from ORA or from the merchant portal.

No Printer

Orders can be accepted without printing a receipt.

Fax Machine

Orders are auto-accepted and faxed to any specified fax number with this method. ORA will also display the order that was faxed.

Receiving Orders

There are multiple methods available to fit the need of any merchant.

Orders, Table Reservations, & Appointments

- Integrated Epson Printer
- Standard Printer Setup
- App Notifications
- Fax
- Email
- SMS

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*Regardless of the printer method chosen, all orders, rejected, accepted, including time changes for pick up and delivery made by a merchant, are communicated to the customer via SMS/text messages and email receipts.

Pickup & Delivery Orders

When using ORA, the merchant has access to the following options and features. These options and features are available for pickup and delivery orders.

- Accept an Order
- Decline an Order
- Change the Time of an Order
- Accept a Delivery
- Decline a Delivery
- Change the Time of a Delivery



Table Reservations

When using ORA, the merchant has access to the following options and features.

- Accept a Table Reservation
- Decline a Table Reservation
- Create a Table Reservation
- Send SMS/text to customer when Table is Ready



Appointment Booking

When using ORA, the merchant has access to the following options and features.

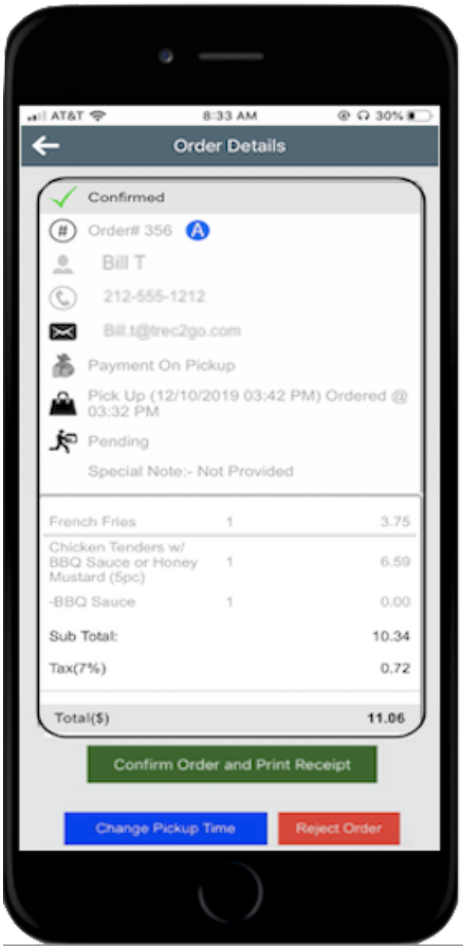
- Accept an Appointment
- Decline an Appointment
- Create Appointments
- Send SMS directly to a customer as an Appointment reminder



Order Receiving Application

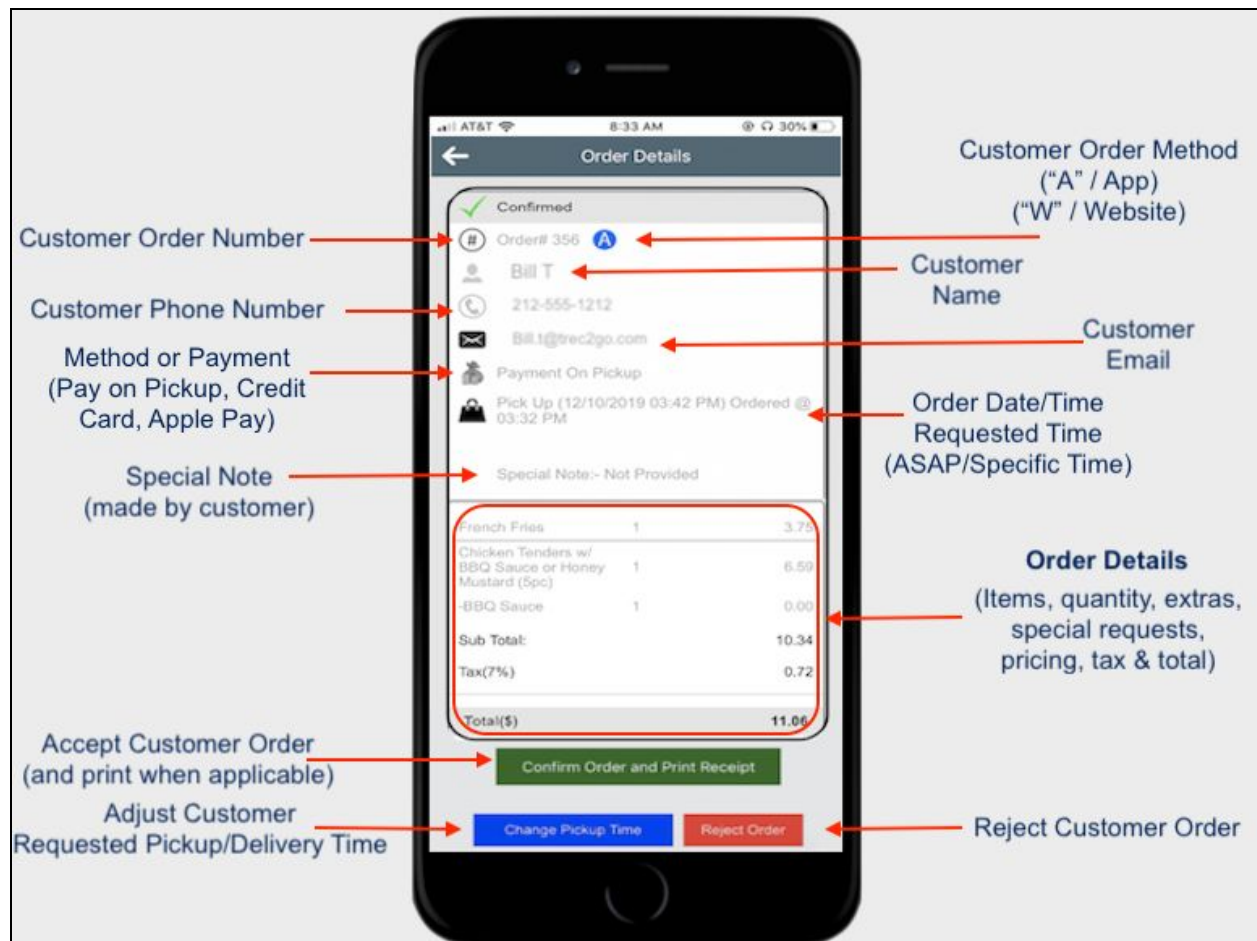
ORA Screen - Order Example

Example order sent to a Merchant.



Order Receiving Application

ORA Details Page - Order Example



Order Receiving Application

Receipt Example (Digital & Print)

Merchant | Customer copy.

Franks Pizza
Order# 20913
Business Address
PICKUP
12/11/2019
Time Ordered: 07:39 pm
Pickup Time: ASAP
Phone No : 888-555-1212
Address : Customer Address

Cash On Collection

Qty	Item	Price
1	Meatball Parmigiana	\$6.78
1	-- Poppy seed roll	\$0.00
1	Mama Rosa	\$7.38
1	Cluck'en Russian (Pepperjack cheese instead of Muenster cheese)	\$7.38
1	-- Seedless roll	\$0.00
1	Rare Roast Beef	\$7.38
1	-- Seedless roll	\$0.00
1	-- Provolone (Extra charge: 0.65)	\$1.30
	Subtotal	\$29.57
	Tax (8.375%)	\$2.48
	Total	\$32.05

Order Receiving Application

Receipt Details

An explanation and breakdown of a printed receipt.

Business Name	→	Franks Pizza		Order Number (Merchant Specific)
		Order# 20913	←	
Business Address	→	123 Main Street, Anywhere USA		
		PICKUP	←	Order Type (Pickup/Delivery)
Order Date and Time	→	12/11/2019		
	→	Time Ordered: 07:39 pm		
	→	Pickup Time: ASAP	←	Requested Time (ASAP/Specific Time)
Customer Phone	→	Phone No : 888-555-1212		
		Address : 321 Green Ave, NY, NY	←	Customer Address
Payment Type (Cash, Credit Card, Apple Pay)	→	Cash On Collection		

Qty	Item	Price
1	Meatball Parmigiana	\$6.78
1	-- Poppy seed roll	\$0.00
1	Mama Rosa	\$7.38
1	Cluck'en Russian (Pepperjack cheese instead of Muenster cheese)	\$7.38
1	-- Seedless roll	\$0.00
1	Rare Roast Beef	\$7.38
1	-- Seedless roll	\$0.00
1	-- Provolone (Extra charge: 0.65)	\$1.30
	Subtotal	\$29.57
	Tax (8.375%)	\$2.48
	Total	\$32.05

Order Details
(Items, quantity, extras,
special requests,
pricing, tax & total)

XI. Accepting Payments

Credit Cards, Debit Cards, Apple Pay

The merchant can accept Visa, Master Card, Discover, American Express, and Apple Pay as a payment method. Payment methods are made available to customers that place orders on the merchant's own app or online ordering website.

Pay in Store

In addition to accepting payments in-app and online, the merchant may also choose to add an additional method; "Pay in Store". This option can Pay in Store option be used in conjunction with in-app and online payment methods or as a standalone/only method for customers to use.

Processor & Gateway Setup

In order for the merchant to accept in-app and online payments, the merchant will need to first have a merchant processing account and payment gateway or set up a new merchant processing account with a new gateway.

The merchant can choose from any of the following processor setup types to accept in-app and online order payments.

Processor Options

A merchant that chooses to accept in-app and website-online ordering payments must also have a processing account. There are multiple options available to the merchant depending on the need of the merchant.



1. Current Processor

A merchant may use an existing merchant processing account. The costs associated with this setup can be reviewed with the merchant's existing processor.

2. Cash Discount

There is no credit card fee to the merchant as the credit card fee is passed onto the customer.

*There is a low, \$30 per account monthly cost that includes the payment gateway monthly fee.

3. Flat Fee

TREC offers flat-rate pricing for credit and debit card processing of 2.90% and \$0.10 per transaction is applied for each in-app and online order.

4. No Processor (Pay in Store)

The merchant may choose to opt-out of accepting in-app and online ordering payments and have the customer pay in-store.

Accepting Payments

Integrated Gateways

A gateway is only necessary when the merchant wants to accept in-app or online website payments.

TREC has multiple gateway integrations available. Multiple Integrated Gateways will open the door to opportunity.

By providing multiple gateways to choose from, the salesperson has the ability to merge with the current processor of the merchant for a smooth transition and provide a channel for the merchant to securely accept in-app payments.

The integrated gateways below will minimize and reduce the decision-making process for the merchant. When the merchant becomes a TREC merchant, TREC will enable the gateway to receive in-app and online website payments.

Working with some of the most popular gateways, you are sure to make a sale and the merchant can look forward to a smooth integration.



Accepting Payments

Gateway Options

1. Authorize.net. This is the preferred gateway as Apple Pay is also available via this option. A customer can store a card as a token with this gateway for future ordering.

**Authorize.net supports Apple Pay transactions.*

2. TSYS. The TSYS gateway can be used if a current processor is using a TSYS platform to process payments. Customers can store a card as a token with this gateway for future ordering.

**The TSYS gateway does not support Apple Pay*

3. Velocity. This is a North American Bancard gateway and only works if the processor is using the NABC platform. A customer can store a card as a token with this gateway for future ordering.

**The Velocity gateway does not support Apple Pay*

4. Stripe. The merchant may be using Stripe as a processor and gateway. The merchant may continue to use this setup.

**Stripe supports Apple Pay transactions.*



Why it Important to Accept Apple Pay

Apple Pay

With Apple Pay transactions increasing, it's that much more important today for merchants to accept Apple Pay and meet the customers' transition to this digital payment method.

⁷Apple Pay revenue and transactions have “more than doubled year-over-year with the run rate exceeding 15bn transactions a year,” Apple CEO Tim Cook has revealed.

⁷<https://www.nfcw.com/2020/01/29/365584/apple-pay-revenue-and-transactions-more-than-double-in-the-year/>

XII. Merchant Setup

How a Merchant Can Get Started

The first step would be for the merchant to complete the TREC - Merchant agreement which includes the following forms; Merchant Application, ACH Debit Authorization, and Merchant Upload Form.

Once the merchant completes and submits the merchant agreement & setup packet to TREC, and TREC has approved the application including the content provided, TREC builds the app and online ordering website for the merchant.

The merchant and the merchant's sales agent are continuously informed of the app and website build process via a series of emails --- The TREC Communication Series.

The merchant's app and online ordering website are typically complete within approximately two-three weeks.



Merchant Setup

Merchant Agreement & Setup Packet

The merchant agreement and setup packet includes forms to be completed and signed by the merchant.

Three Section - Merchant Agreement & Setup Packet

Section 1. ACH Debit Authorization

Details of the merchant banking account to be funded and debited for fees.

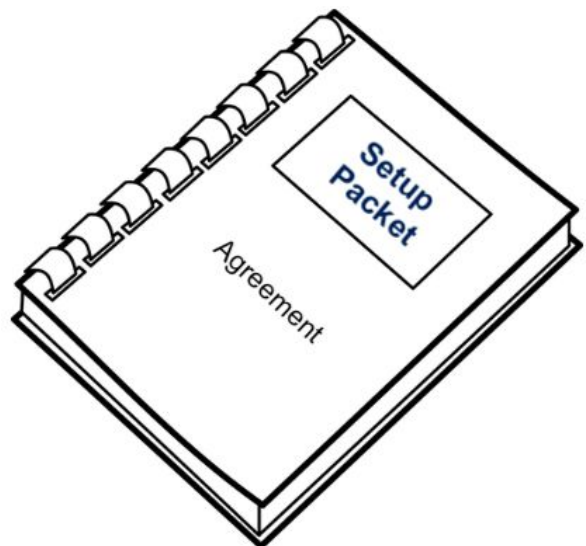
Section 2. Upload Form

Merchant to complete the Upload Form and provide details about the business. TREC would use this form to build the app and online ordering website. This is a request form - merchant pictures, items, details, social media links, delivery methods (if applicable), and more.

Section 3. Merchant Application

Multiple setup packages available to choose from.

**The Merchant Agreement & Setup Packet is available in the Agent Center under the Merchant Application tab.*



Merchant Setup

Merchant Pricing Plans

There are multiple plan options a merchant can choose from and the agent can offer the merchant.

An agent may offer any or all of the plans and sell an App/Website set up for any amount above the agent's buy rate.

The Merchant Pricing Plans form can be downloaded from the Agent Center and is found in the Merchant Support Documents tab.

**See your Agent or ISO agreement for buy rates.*

TREC
TREC Corporation

Merchant Pricing Packages

Monthly	Annual	Per Order
\$139/mo	\$109/mo	\$28/mo
+ \$ Setup Fee Unlimited Orders	+ \$ Setup Fee Unlimited Orders (One Year Plan Paid up Front) \$109 x 12 month = \$1308	+ \$ Setup Fee \$1.95 per order OR 10% per order

Optional Equipment

Thermal Printer	\$310 (plus tax and shipping)
Tablet / iPad	iPad Version iOS 10.0.0 or later Android Version Kitkat 4.1 or later
Tablet Stand	\$87 (plus tax and shipping)

What do you get?

Unlimited Online Orders	Branded Mobile App	Menu & Photo Upload	1 x Marketing Package	Unlimited App Downloads
Unlimited Website Ordering	Full Admin Access & Customer Reporting	Unlimited Push Notifications	Order Receiving App	Facebook Ordering

2019

TREC Merchant Application Types & Plan Costs

Annual Plan

The merchant pays a 1x setup fee from \$395 - \$1,595 and an annual fee of \$1,308.

*The Agent/ISO may sell the setup fee at a cost above their buy rate. The amount above the buy rate is 100% profit to the Agent/ISO.

- For this agreement, see [Annual Plan Agreement](#)

Monthly Plan

The merchant pays a 1x setup fee from \$395 - \$1,595 and a monthly fee of \$139.

*The Agent/ISO may sell the setup fee at a cost above their buy rate. The amount above the buy rate is 100% profit to the Agent/ISO.

- For this agreement, see [Monthly Plan Agreement](#)

Per Order Plan

The merchant pays a 1x setup fee from \$395 - \$1,595 and a monthly fee of \$28. In addition, the merchant would decide between 10% or \$1.95 per order.

The Agent/ISO may sell the setup fee at a cost above their buy rate. The amount above the buy rate is 100% profit to the Agent/ISO.

- For this agreement, see [Per Order Plan Agreement](#)


Three Plan Agreement.

This agreement allows the merchant to choose any of the above plans.

- For this agreement, see [Three Plan Agreement](#)

Merchant Setup

TREC Merchant Application

 Merchant Application			
TSD Name:		TSD#: _____	Acct #:
Acct Name:			
Merchant Information			
Legal Name:		DBA Name:	
Street Address:		Phone:	Fax:
Tax ID:	City:	State:	Zip Code:
Type of Ownership: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LLC		Contact Person:	
Website Address:		Email Address:	
<input type="checkbox"/> Authorizenet <input type="checkbox"/> Stripe <input type="checkbox"/> TSPS <input type="checkbox"/> NAC <input type="checkbox"/> Priority Payments		<input type="checkbox"/> No Gateway (Customers will pay in store ONLY)	
Gateway ID:		Trans Key:	APT:
Personal Information			
Name:		Title:	
Street Address:		Last 4 of Social Security #:	Phone:
City:	State:	ZIP Code:	
Service Plan Type: Complete Plan Setup & Development Cost fields below			
TREC Website & Mobile Advertising and Ordering Application AND The Business Branded Mobile Advertising and Ordering Application on Google Play Store & App Store			
<input type="checkbox"/> Annual Plan		<input type="checkbox"/> Setup & Development Cost	
\$ _____ Annual cost		\$ _____ One location setup cost	
\$ _____ Cost per add'l location		\$ _____ Cost per add'l location	
_____ No. of add'l locations		_____ No. of add'l locations	
\$ _____ Total		\$ _____ Total Setup & Dev Cost	
Optional Equipment			
<input type="checkbox"/> Epson TM- T880II Printer \$ _____ (plus tax & shipping)		<input type="checkbox"/> Tablet Stand \$ _____ (plus tax & shipping)	
Payment Authorization			
Payment Authorization			
<small>I authorize my bank to debit my account as identified in the terms and conditions provided by TREC Corporation d/b/a Trecigo®. The debit will take place via the information I have provided within the ACH Debit Payment Authorization Form by the 15th of every month, following the previous month's use of the service. This authorization shall remain in effect until TREC receives written notification from me of intent to terminate this contract. I understand I must request a refund after 30 days from TREC in order to do so. I authorize this plan to be used and continue for as long as the recurring payment amount remains unchanged, or when the plan is terminated by me as stated above. All other changes such as payment amount, bank account number changes, bank changes, will require a new ACH Debit Payment Authorization Form to be filled out prior to any change and submitted to TREC. Copy 15 days prior to any change being implemented. I represent and warrant that I am the person or authority and execute this payment authorization form for the purpose of implementing this payment plan. I indemnify and hold TREC, Corp harmless from any damage loss or claims resulting from all authorized actions hereunder. I warrant that it is my responsibility to add and update my business Terms and Conditions, Privacy Policy and Return Policy to the app and online ordering website. (The instructions for this are provided in the "Merchant User Manual"). I understand the setup fee will be charged to my account at time that my account is approved by TREC. Any subscription fee will be charged on a monthly basis and will begin business (14) days from when my application is approved by TREC. Any usage fee will be charged on or before the 15th of each month for the prior month's services and are based on usage from the 1st - 14th, when applicable. I understand that this authorization will remain in effect until I cancel it in writing, and I agree to notify TREC in writing of any changes in my account information or termination of this authorization at least 30 days prior to the next billing date. Annual Plan is a one (1) year agreement and will automatically renew at \$149/month after the first year that the annual plan has expired unless a notice is provided to TREC 60 days prior to the expiration of the annual plan. Merch as a Subscription: By signing below, I the undersigned acknowledge and agree that the downloading ("Services") provided pursuant to this merchant application ("Application") is provided by TREC Commerce referred to as TREC. I hereby agree to TREC that I have read the terms and conditions ("T&Cs") attached to this application on Pages 7 through 13 and/or where it is located at: https://www.treccommerce.com/merchant and that I am authorized to sign and accept the T&Cs on behalf of the entity listed above. I acknowledge and agree that the Merchant declines to use the Services, in accordance with the T&Cs and that the TREC Commerce will not be bound by the TREC Commerce. If accepted by TREC, a legal agreement between TREC and the Merchant ("Agreement") separate and distinct from any other services offered in connection with the TREC Services. On behalf of the Merchant I will ensure that the T&Cs are reviewed and agree that they will be binding on the Merchant upon the use of the TREC account issued to the Merchant. I hereby to TREC that the information provided in this Application is true, complete, and accurate.</small>			
Merchant Signature: (Individual)		Print Name:	Date:

Merchant Setup

Merchant Bankcard Processing Application

Merchant Processing Application. A bank-card processing application is available to those merchants (via our partner PurePayments) that want to accept in-app and online ordering payments.

The Merchant Processing Application is available as a link;

<https://connect.firstonboard.net/Merchant/25b66da7-1307-ea11-8183-246e964644d6>

American Express Opt Blue Flat Rate		
Discount Rate 2.90%	Trans Fee \$0.10	Auth Fee \$0.10
Fees to pass-through to merchant:		
<input checked="" type="checkbox"/> American Express Assessment Fee	<input type="checkbox"/> Inbound Fee	<input type="checkbox"/> Non-Swipe Fee
<input type="checkbox"/> Non-Swiped Application Initiated Transaction Fee		
Flat Rate		
Discount Rate - Credit 2.90%	Discount Rate - Check Card 2.90%	Trans Fee - Credit \$0.10
Trans Fee - Check Card \$0.10	Auth Fee \$0.10	
Fees to pass-through to merchant:		
<input checked="" type="checkbox"/> DFA	<input checked="" type="checkbox"/> Visa Network Fee	<input checked="" type="checkbox"/> MasterCard Network License Volume Fee
<input checked="" type="checkbox"/> MasterCard Merchant Location Fee	<input checked="" type="checkbox"/> All Other Brand Pass-Through Fees	
Next Day Funding		
Other Fees		
Card Types Accepted Both	Daily/Monthly Discount Monthly	
Account Minimum Fee (Monthly) \$15.00	ACH Fee \$0.00	
ACH Reject Fee (Per Occurrence) \$25.00	Annual Membership Fee \$0.00	
Annual Membership Fee Bill Date 01/01/2019	AVS Fee (Per Trans) \$0.00	
Batch Fee (Per Occurrence) \$0.00	Chargeback Fee (Per Occurrence) \$25.00	
Early Termination Fee \$0.00	FirstView Monthly Fee \$0.00	
Help Desk Fee (Monthly) \$0.00	Internet Service Fee (Monthly) \$0.00	
Micros Fee (Per Trans) \$0.00	Monthly Account Fee \$0.00	
Monthly Maintenance Fee \$0.00	Monthly Report Fee \$0.00	
Monthly Service Charge \$10.00	Monthly Statement Fee \$0.00	
Regulatory Product Fee (Monthly) \$4.95	Retrieval Fee (Per Occurrence) \$5.00	
Terminal Service Fee (Monthly) \$0.00	Voice Auth Fee (Per Trans) \$1.50	

Cash Discount Processing Application

Cash Discount Processing Application. The Cash Discount Program is available to the merchants that do not want to pay bank card processing fees but want to accept in-app and online ordering payments. The application is available as a web link or paper copy.

The Cash Discount Processing Application is available as a link;
<https://jarvistec.com/MShort/Index?applink=vPWT5Sf78nlweyPXOrUUgg>



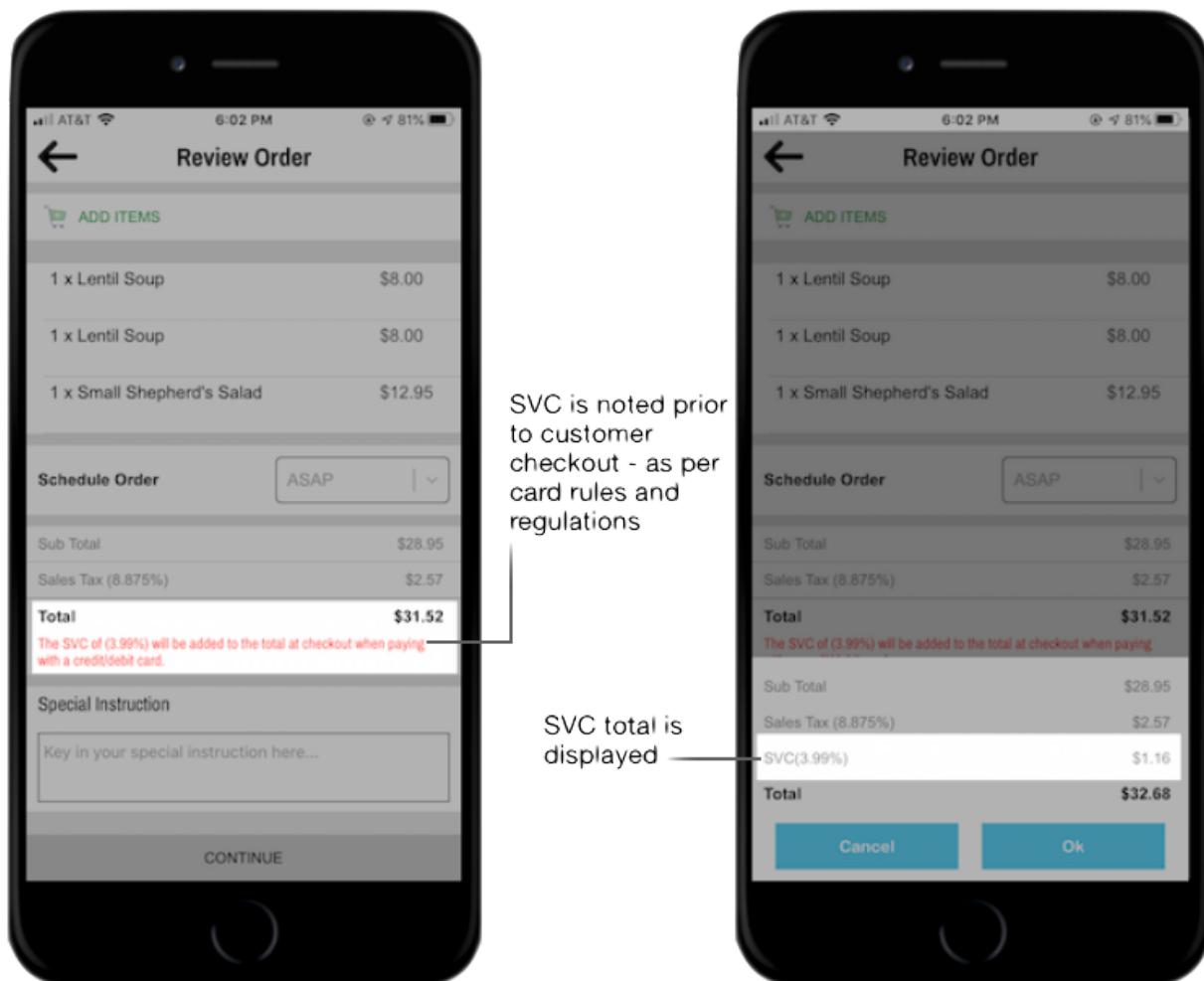
Merchant Setup

Cash Discount Program

TREC offers an integrated Cash Discount Program via the Authorize.net gateway. This program is available to merchants that do not want to pay bank card processing fees but want to accept in-app and website payments.

For merchants that are setup with the cash discount program, a set fee of 3.99% is charged to the customer and noted at checkout. The merchant cost is \$30 a month. Deposits are made to the merchant account, excluding the SVC charge.

- *Customer bank statement will show one payment amount that includes the SVC charge*



What the Merchant Receives with a TREC Setup

What the Merchant Receives

When a merchant signs up with any of the TREC packages, they receive all of the following;

1. Merchant branded Online Ordering Website
2. Custom branded merchant app on the Google Play Store (Android) and App Store (Apple)
3. Items, menus, pictures, and data loaded to the merchant's app and online ordering website
4. Gateway and processor integration
5. Merchant Certificate
6. 1x1 Merchant Training
7. Merchant Guide and Welcome Kit - a guide and abundance of tips, tools, how to's, sample - templated marketing plans, FAQs, and more
8. Printed marketing material

Direct digital marketing to merchant's existing customers
9. Continued Merchant Support

XIII. Promoting the App

There are many ways for a merchant to promote the app and online ordering website. As we will show in the pages following, TREC provides tips and processes that a merchant can utilize.

When the merchant promotes their app and online ordering website, it is found that the merchant will be 7 times more successful with customers placing app and online website orders.



Promoting the App

Marketing Material

Once the app and online ordering website is complete, the merchant will receive promotional material created by TREC.

- 250 - 4.2 x 5" flyers
- 1 - 11" x 17" door poster

The marketing material provides a way for the merchant to let their customers know they have a new app and online ordering website.

The merchant should provide each customer a flyer handout with every order pickup, in-store purchase, and attach to every delivery, and post the door flyer in a highly visible place.



Promoting the App

Loyalty Features

Loyalty features are built into the Discounts & Specials Tab and should be used by the merchant to further promote the app and online ordering website.

**The Loyalty Programs - Presentation Deck can be found and downloaded from the Agent Center under the Agent Manual & Supplemental Documents tab and via the link;*

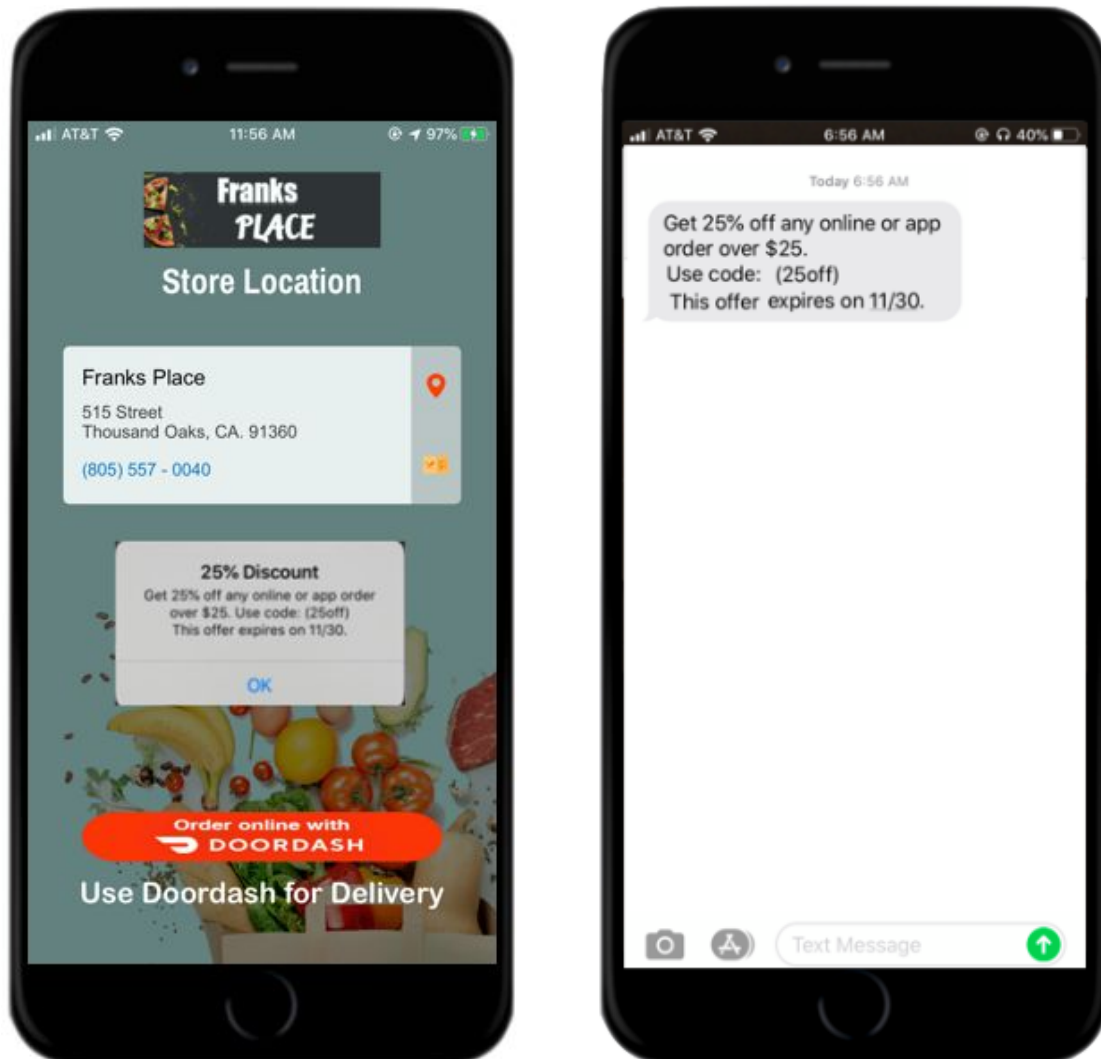
Link: [**Discounts & Specials \(Loyalty Programs\)**](#)



App and Online Ordering is Essential

Loyalty Notification Example

Example Notification sent to Customer.



Promoting the App

First Order Discount

The First Order Discount feature was created for merchants to offer an incentive to customers when ordering from the app and online ordering website for the first time.

This amount can be customized as a “percentage off” or as a set amount “discounted amount off first order” placed by a customer.

- To learn more, see [First Order Discount](#)

Set Amount (i.e. \$5)

Gregs Pizza - East Coast
Phone No: +1 (914)555-1212

Order# 835
123 Main Street Brewster NY 10509,
PICKUP
12/27/2019

Time Ordered: 06:33 pm

Pickup Time: 06:43 pm

Phone No : +1 (914) 384-3060

Payment On Pickup

Qty	Item	Price
1	Gatorade	\$2.00
1	Salmon Salad	\$12.95
1	-- Lemon Dressing	\$0.00
1	-- NO EXTRAS	\$0.00
Subtotal		\$14.95
Tax (9%)		\$1.35
First Order Discount(\$5)		- \$5.00
Total		\$11.30

Percentage (i.e. 25%)

Gregs Pizza - West Coast
Phone No: +1 (991)555-1212

Order# 836
515 Marin Street Thousand Oaks, CA 91360 ,
PICKUP
12/27/2019

Time Ordered: 06:38 pm

Pickup Time: 06:48 pm

Phone No : +1 (914) 384-3060

Payment On Pickup

Qty	Item	Price
1	Pizza	\$20.00
Subtotal		\$20.00
Surcharge Amount		\$0.20
First Order Discount(25%)		- \$5.00
Total		\$15.20

Promoting the App

Marketing Example

4.2" x 5" flyer



Promoting the App

Marketing Material for Agents

When needed, marketing material is available and can be used as a followup tool.

**Marketing Material can be found and downloaded from the Agent Center under the Agent Manual & Supplemental Documents tab.*

The graphic is a promotional flyer for TREC Custom Branded Apps. It features a central image of a smartphone displaying the app's interface. The background is a light blue gradient. At the top, the TREC logo is prominently displayed with the tagline 'Custom Branded Apps'. To the right of the logo, a box lists accepted payment methods: VISA, MasterCard, Apple Pay, Discover, and PayPal. Below the logo, a list of features is presented in a circular icon format: ONLINE ORDERING, WEBSITE DIRECTORY TO PROMOTE YOUR BUSINESS, UNLIMITED PUSH NOTIFICATIONS, SOCIAL MEDIA ADVERTISING & BRANDING, and ORDERING APPS & CUSTOM PRIVATE LABEL ADVERTISING. To the right of the smartphone, another list of features is shown: FULL ADMIN ACCESS FOR WEB & MOBILE APP, WEBSITE ADVERTISING & ORDERING PLATFORMS, UNLIMITED APP DOWNLOADS, MERCHANT & CUSTOMER SUPPORT, and IOS & ANDROID APPS. At the bottom left, there are buttons for 'Get Your App On:' with links to the App Store and Google Play. In the center bottom, the text 'ARE YOU A BUSINESS OWNER?' is followed by 'Contact us and get started on increasing sales!' and the contact information 'info@trec2go.com | www.trec2go.com'. At the bottom right, there is a form for agent information with fields for Agent#, Name, Email, and Phone.

TREC®
Custom Branded Apps

Our apps accept the following payment types:
VISA, MasterCard, Apple Pay, Discover, PayPal

- ONLINE ORDERING
- WEBSITE DIRECTORY TO PROMOTE YOUR BUSINESS
- UNLIMITED PUSH NOTIFICATIONS
- SOCIAL MEDIA ADVERTISING & BRANDING
- ORDERING APPS & CUSTOM PRIVATE LABEL ADVERTISING

- FULL ADMIN ACCESS FOR WEB & MOBILE APP
- WEBSITE ADVERTISING & ORDERING PLATFORMS
- UNLIMITED APP DOWNLOADS
- MERCHANT & CUSTOMER SUPPORT
- IOS & ANDROID APPS

Get Your App On:
Available on the App Store
Get it on Google play

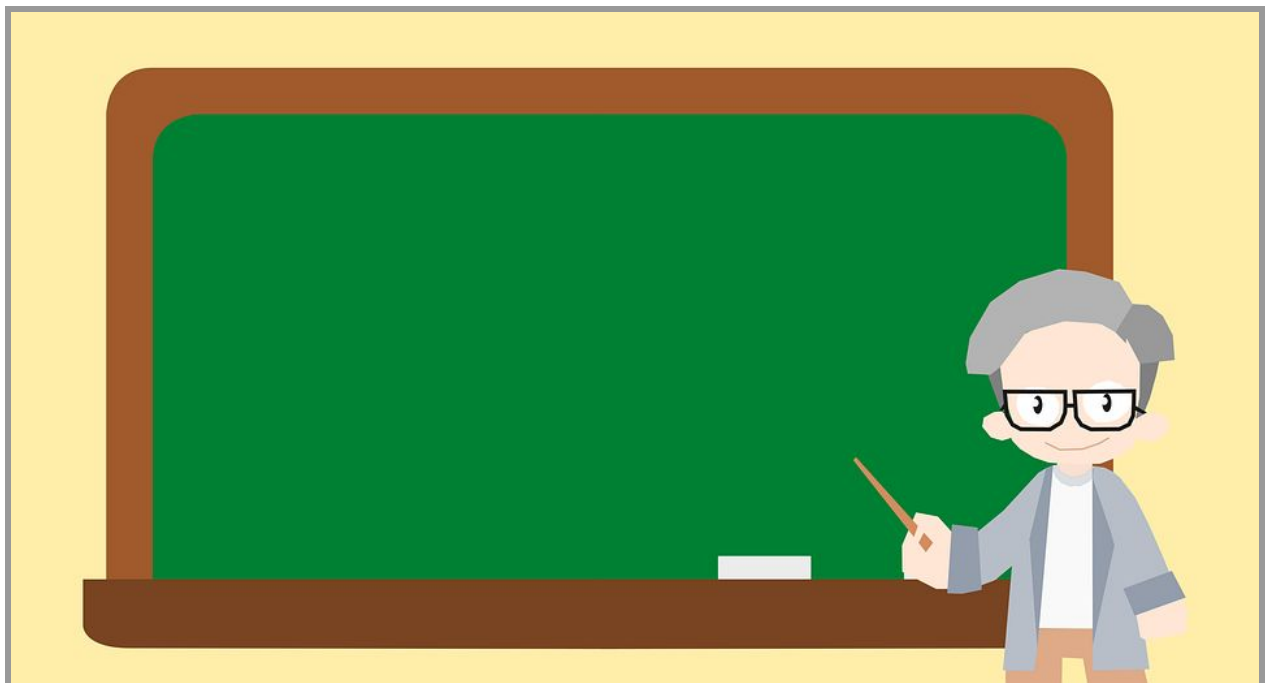
ARE YOU A BUSINESS OWNER?
Contact us and get started on increasing sales!
info@trec2go.com | www.trec2go.com

Agent#: _____
Name : _____
Email : _____
Phone : _____

XIV. Merchant Training

Once TREC has completed the app build, the merchant is given training on the system before going live.

The merchant training provides instructions for tasks such as; setting up a printer (if applicable), changing pricing, adding items, updating pictures, creating loyalty programs, sending notifications, accepting orders, Q&A, and so much more.



Merchant Resource Center

Merchant Certificate

The merchant certificate is produced by TREC, provided to and reviewed with the merchant during the merchant training.

This certificate includes information about the merchant's app, online ordering website, including a QR code, and other pertinent information.

Merchant Certificate Example

TREC
Merchant Training Certificate

Date: _____ Merchant: _____

1. Auto-Generated Website Link Code
If you want to add the Online Ordering button to an existing website, provide this code to your IT person

2. Your Website Frontend Link



3. Your Website Backend Link

UN: _____
PW: _____

If you want to add a "Download Our App" option to an existing website, provide these App links and buttons to your IT person.

4. App Store Link

5. Google Play Store Link

6. Order Receiving Application
Receive orders, table reservations and appointments. See a complete guide on how it works.
[ORA Setup Guide](#)
ORA - Google Play Store Link
<https://play.google.com/store/apps/details?id=trec2go.orderreceiving2>
ORA - App Store Link
<https://itunes.apple.com/us/app/ora-trec/id1448598145?mt=8>

7. Merchant Resource Center
Have questions? Use the link provided below, login with your User credentials (noted in item #3), and choose Merchant as the User Type from the dropdown.
Then, search for common questions on how to manage your App and Online Ordering Website Link:
https://www.trec2go.com/resource_center/login.php?login

8. TREC Support
Anytime you have issues or questions in the future, please submit a request:
support@trec2go.com
And our updated Terms of Use are available at:
<https://www.trec2go.com/terms.php>

9. Copy of QR Code
Use the QR code for marketing material and connect users to your app on Google Play Store & App Store.

XV. Merchant Resource Center

TREC strives for merchant success.

The merchant can access a database of FAQs, help documents, and instructions by using the link provided below. A merchant can log in with their user credentials and search for ways to manage their app and online ordering website.

Merchant Resource Center

Merchant questions? The merchant can search for common questions, FAQs, and “how to's” for managing the App & Online Ordering Website by visiting the Resource Center.

The merchant can use the link provided below, login with merchant user credentials, and choose 'Merchant' as the User Type from the dropdown.

Link: [**Merchant Resource Center Link**](#)



XVI. Sales Video

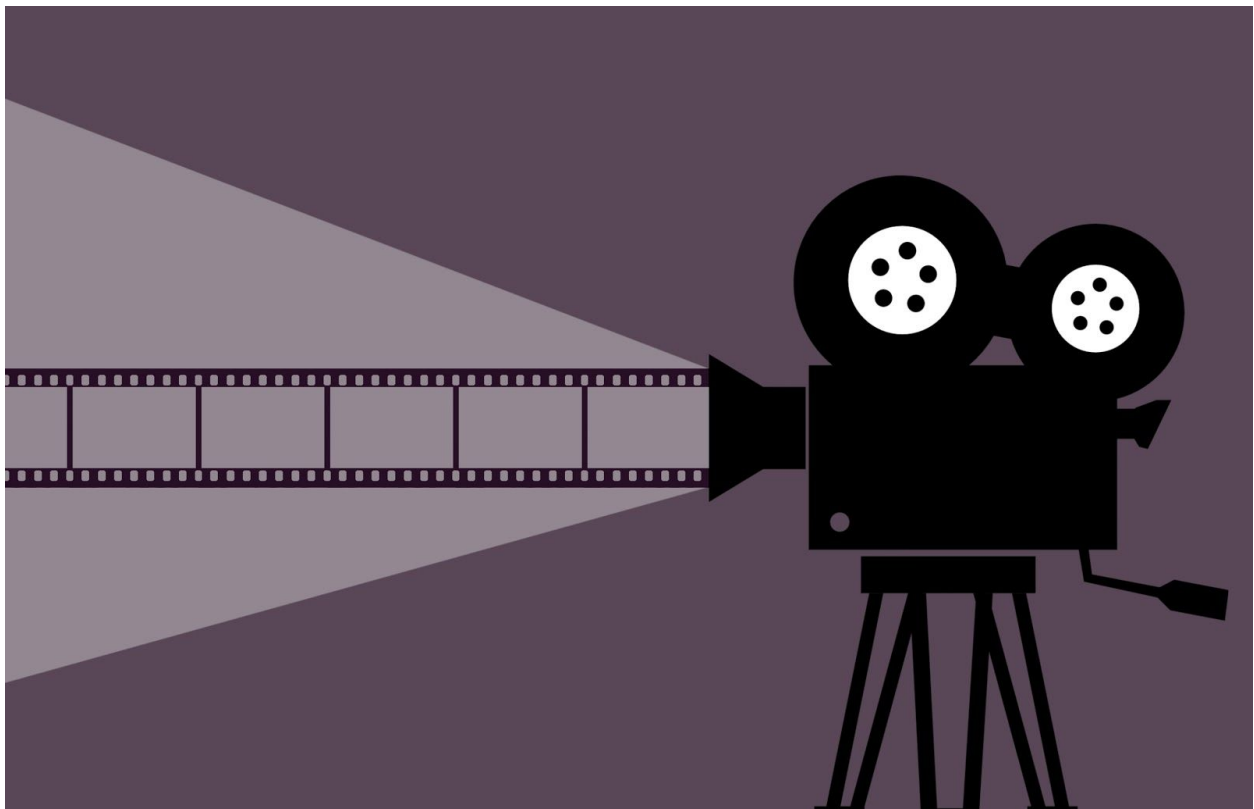
The sales video is a tool to provide a brief visual and explanation of the app ordering process from start to finish!

Avoid using a link to play the video, as it can significantly reduce quality, stutter on playback, or not even load, which negatively impacts your impression on the merchant. Instead, save the video directly to your mobile device or tablet for quick access to a demonstration.

For a presentation video on how TREC works, use the following link;

<https://bit.ly/2HrcbQ0>

For more videos, go to; Trec2go.com



XVII. Followup

Follow-ups are essential, as some merchants may not decide on the spot.

Before ending your meeting, ask, and collect the merchant's contact information. At the end of your day or the following morning, whether they were interested or not, send the merchant an email or text thanking them for their time and consideration, along with the following questions. Below is a template of how your email should look.

Taking this next step allows the merchant to decide without being pressured, but you're also letting the merchant know you are available for support. Offer to answer more questions, explain the system in more depth, or provide them with a demonstration more specific to their business.

This action provides you with an invite to follow-up and another opportunity to close the sale.

Example of a followup email;

Hi [Merchant Name],

Thank you for taking the time to discuss the benefits of how TREC branded apps & online ordering websites would bring your business.

At TREC, we're always looking to understand how we can improve our system and make it more useful for business owners like yourself.

Could you take a second to share your thoughts on the experience?

We greatly appreciate any feedback you can offer.

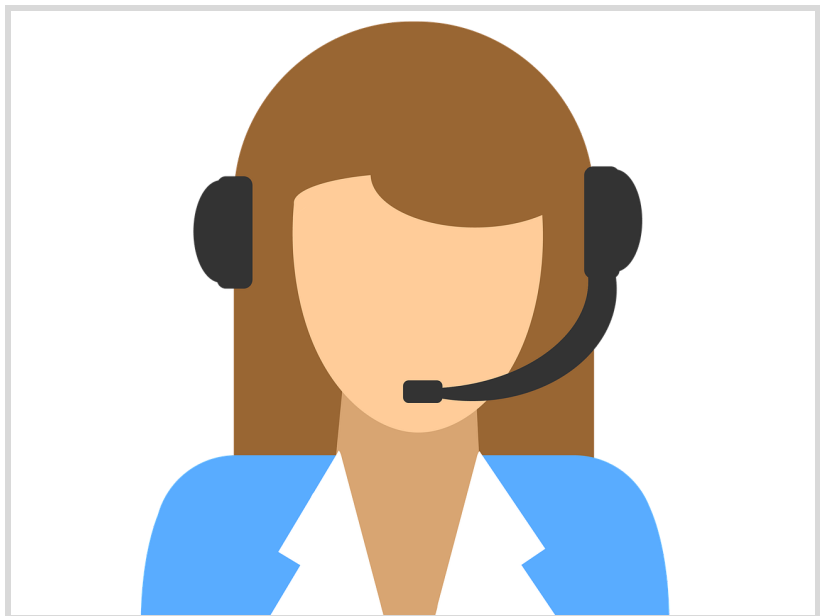
Thank you,
[Your Name]

XVIII. TREC Support

Support

Merchants have access to TREC Merchant support by emailing;

support@trec2go.com



Terms of Use

Terms of Use and Privacy Policy is always available at;

<https://www.trec2go.com/terms.php>

Action Plan

XIX. Action Plan

As an Agent, having an action plan in place is extremely useful to get you where you want to go with app selling success.

TREC provides a version of an action plan for you to use, or you can use your preferred method.

**The Action Plan can be downloaded from the Agent Center and found under Agent Manual & Supplemental Documents tab.*

The screenshot shows a document titled "TREC" at the top, followed by "Action Plan" in blue. Below the title, a paragraph explains that the Action Plan provides a way to put your plan, ideas, thoughts, and goals in one place to use as a reminder of what you want to achieve and why. The form then contains two numbered questions. Question 1 asks "What is the Result you are looking for?" and is followed by five horizontal lines for writing. Question 2 asks "Have a Purpose for achieving the desired result. Do you want to cover some extra expenses, have extra spending money or become your full-time income?" and is followed by five horizontal lines for writing. At the bottom left of the form, the version number "V.10.10.19" is printed.

TREC

Action Plan

The **Action Plan** provides you with a way to put your plan, ideas, thoughts, and goals in one place to use as a reminder of what you want to achieve and why.

1. What is the **Result** you are looking for?

2. Have a **Purpose** for achieving the desired result.
Do you want to cover some extra expenses, have extra spending money or become your full-time income?

V.10.10.19

XX. Agent Center

The Agent Center is the agent and ISO portal. Resources and tools to assist in selling and boarding TREC merchant accounts can be found here.

The Agent Center also includes a commission software feature to track merchant accounts in real-time.

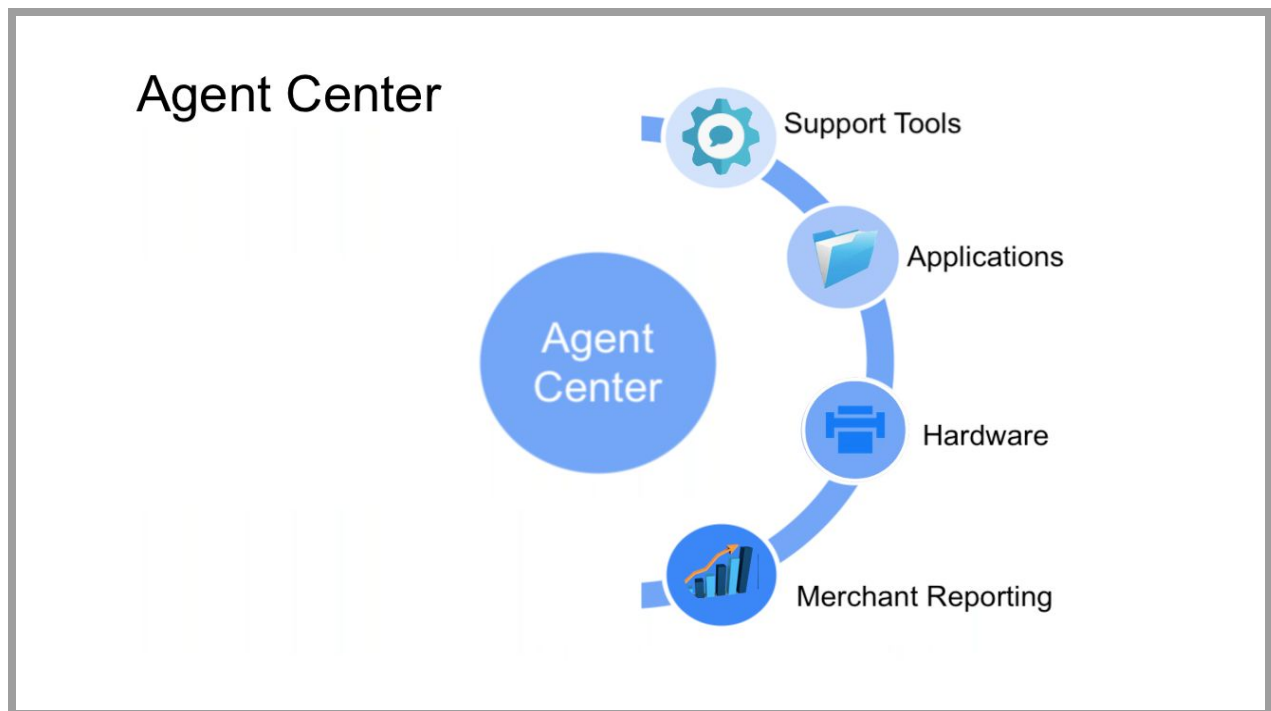
To access the agent center, see [Agent Center](#)

OR

Visit Trec2go.com and choose the Agent Center tab

Login with your UN and PW

- *The UN and PW is sent to the agent at registration*



XXI. How to Sell TREC

Take these next three steps to get started with selling TREC.

Step 1. Know what you are selling;

You are selling a technology system and platform designed to improve a merchant's business.

Step 2. Understand the category type of the merchant;

Merchants that **Have** a 3rd Party App and Online Ordering Website
or

Merchants that **Do Not Have** a 3rd Party App or Online Ordering Website



These are the categories that a merchant will be in.
The Have's and the Have Not's

How to Sell TREC

Tip:

To find out if your merchant prospect has an app, online ordering website or is using a 3rd party app, take the following actions;

1. Download one of the 3rd party apps (i.e. Grubhub, Uber Eats) onto your mobile device and search for merchant.
2. Google search the business on the web, locate the business website, and see if the merchant offers their app or online ordering.

Step 3. Place the merchant into one of two categories;

The **Have's** | **Category #1**

or

The **Have Not's** | **Category #2**

Then, proceed with one of the following category selling steps accordingly.

Depending on the category the merchant is in will result in your plan of action.

Category #1 - Selling Steps

Merchants that **Have** an
App/Online Ordering Website | 3rd Party App

**The Merchant knows the Importance of an App &
Online Ordering Website.**

The merchant that already has an existing setup to receive app and online orders is accepting orders via an aggregator application.

There are good reasons why the merchant should keep an existing platform(s) or system(s) in place and use it as a complement to their app and online ordering website built by TREC.

But there are also many good reasons why the merchant should look to eventually transition away from these third-party aggregator apps.

Third-party apps place competitor's businesses around a centralized, uniform app. This categorizing puts merchants at a disadvantage.

When a merchant has their app and online ordering website, a merchant can now stand out from the rest and take advantage of everything TREC has to offer.



How to Sell TREC | Category #1

Step 1. Take Action

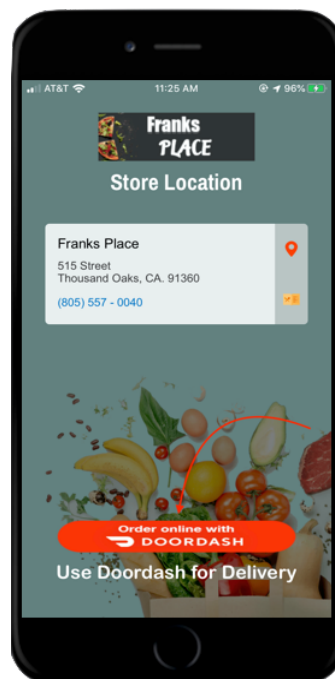
Walk into the door of the business that is using a 3rd party app.

- Show the merchant that there are **Advantages** of a 3rd Party app working in tandem with a branded app & online ordering website.
- Then, show the merchant that there are also **Disadvantages** of a 3rd Party app without their own app & online ordering system in place.

To accomplish this, present some of the data to support these statements, provided in this document;

IV. The Merchant Has an Existing Setup

- How Grubhub and Other 3rd Party Apps are Harming Merchant Business
- Third-Party Apps
- How To Convert Grubhub Customers in 5 Easy Steps
- Integrating 3rd Party Apps | Doordash
- Comparison & ROI



Step 2. Present the Benefits

Show and discuss the benefits of what the TREC system has to offer the merchant.

To accomplish this, present the data provided in this document;

Why a Merchant Needs their Own Branded App & Online Ordering Website

- Reasons
- Should a Small Business Invest in their own App
- Improve Efficiency



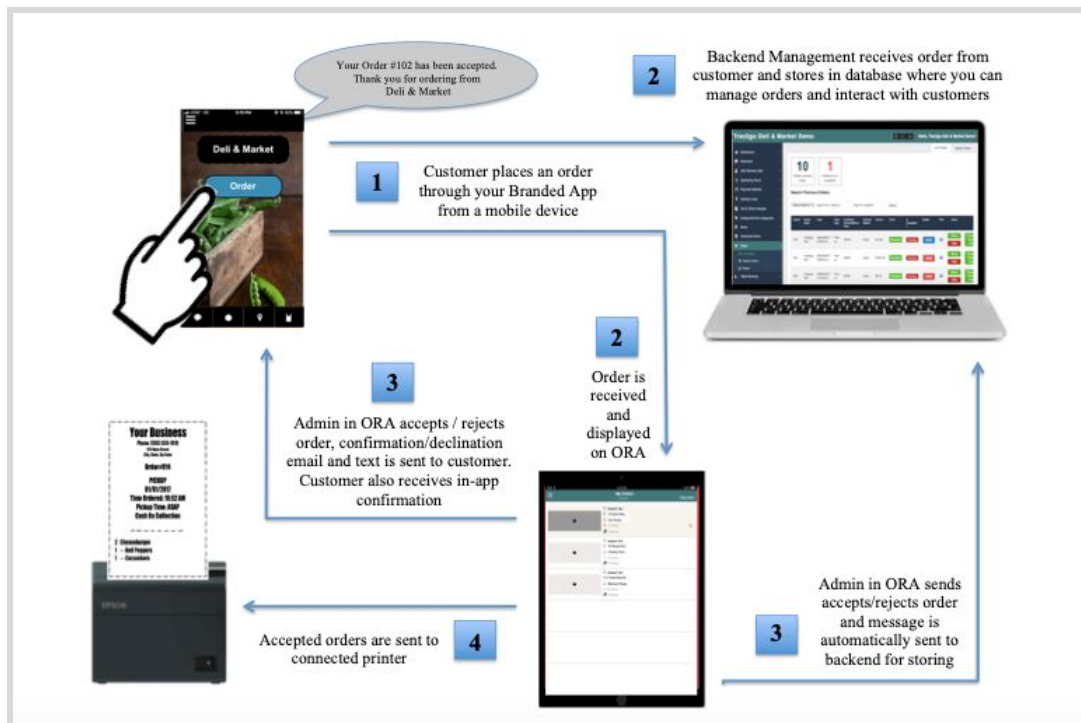
How to Sell TREC | Category #1

Step 3. Provide a Demonstration

Show the ease of ordering and receiving orders with the TREC system. Provide the merchant/business owner with a demonstration.

To provide a demonstration to the merchant, see **Demonstration Instructions: Merchant App | ORA**

**The Demonstration Instructions document can also be found and downloaded from the Agent Center under Agent Manual & Supplemental Documents tab.*



Tip:

For best results, practice the demonstration prior to your presentation.

Step 4. Review Setups Methods to Accept Orders

Multiple setup methods are available for the merchant to choose from.

Review these methods with the merchant to see what works best for their business model.

For further assistance with this step, refer to the information in section;

VIII. Order Receiving Application (ORA)

Receiving Orders

There are multiple methods available to fit the need of any merchant.

Multiple Ways to Receive;
Orders, Table Reservations & Appointments

- Integrated Epson Printer Setup
- Standard Printer Setup
- App Notifications
- Fax
- Email
- SMS / Text

CONFIDENTIAL
©2019 TREC Corporation All rights reserved.

Step 5. Review Loyalty Programs

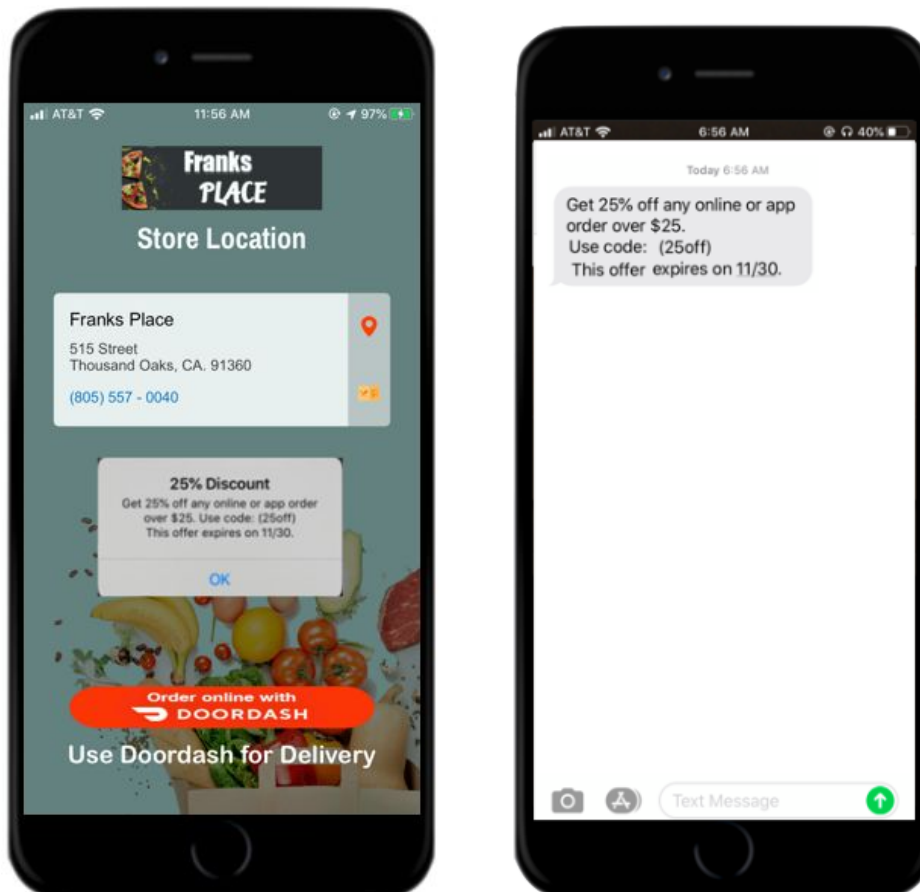
Discuss the importance of Loyalty Programs and find which one would work best for the merchant.

To support this step with documentation, refer to section;

TREC Loyalty Programs

And, the Loyalty Feature - Presentation Deck can be found in the Agent Center or by using the following link;

Discounts & Specials (Loyalty Program)



Step 6. Processing In-App & Online Purchases

Discuss in-app & online order purchases with the merchant.

The question to ask the merchant:

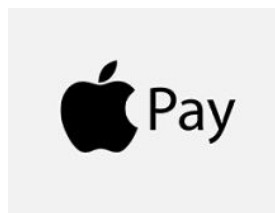
Does the merchant want to accept In-App/Online purchases or 'Payment in Store' only or all of the above?

*If the merchant only wants to accept Payment in Store, present the processing options you offer for in-store transactions;

Cash Discount Program or **Bank Card Processing**

*If the merchant wants to accept in-app and online purchases, help them choose between two options;

Cash Discount Program or **Bank Card Processing**



Step 7. Package Plans & Closing the Sale

Now that you have reviewed the TREC system, answered questions, and provided the merchant with data to support the need of having a branded app & online ordering website — it's time to 'Close the Sale'.

You can offer all packages or just one package plan as an option.

Depending on your sales approach, discuss and review the TREC Package Plan(s) available or let the merchant decide which plan is best.

**For pricing, plans, and how to access forms see; [Merchant Setup](#)*

TREC [™]		Merchant Pricing Packages	
Monthly	Annual	Per Order	
\$139/mo	\$109/mo	\$28/mo	
+ \$ Setup Fee Unlimited Orders	+ \$ Setup Fee Unlimited Orders (One Year Plan Paid up Front) \$109 x 12 month = \$1308	+ \$ Setup Fee \$1.95 per order OR 10% per order	
Optional Equipment			
Thermal Printer		\$310 (plus tax and shipping)	
Tablet / iPad		iPad Version iOS 10.0.0 or later Android Version Kitkat 4.1 or later	
Tablet Stand		\$87 (plus tax and shipping)	
What do you get?			
Unlimited Online Orders	Branded Mobile App	Menu & Photo Upload	1 x Marketing Package
Unlimited Website Ordering	Full Admin Access & Customer Reporting	Unlimited Push Notifications	Order Receiving App
			Facebook Ordering
2019			

How to Sell TREC | Category #1

Step 8. Completing TREC Application

Now that the merchant is moving forward, assist the merchant with completing the application.

Applications can be found in the Agent Center under the Merchant Application Tab.

TREC Merchant Application			
TDD Name:		SSN:	Acct #:
Business Information			
Legal Name:		DBA Name:	
Street Address:		Phone:	Fax:
Tax ID:	City:	State:	Zip Code:
Type of Ownership:	Contact Person:		
Website Address:		Email Address:	
<input type="checkbox"/> Authorized <input type="checkbox"/> Stripe <input type="checkbox"/> TSYS <input type="checkbox"/> MFC <input type="checkbox"/> Priority Payments		<input type="checkbox"/> No Gateway	
(Customers can pay in store and through the app)		(Customers will pay in store ONLY)	
Gateway ID:	Trans Key:	API:	
Personal Information			
Name:		Title:	
Street Address:		Last 4 of Social Security #:	
City:		State:	
Zip Code:		Phone:	
Service Plan Type: Complete Plan Setup & Development Cost fields below			
TREC Website & Mobile Advertising and Ordering Application AND The Business Branched Mobile Advertising and Ordering Application on Google Play Store & App Store			
<input type="checkbox"/> Annual Plan		<input type="checkbox"/> Setup & Development Cost	
\$ _____ Annual cost		\$ _____ One location setup cost	
\$ _____ Cost per add'l location		\$ _____ Cost per add'l location	
_____ No. of add'l locations		_____ No. of add'l locations	
\$ _____ Total		\$ _____ Total Setup & Dev Cost	
Optional Equipment			
<input type="checkbox"/> Epson TM-T88vi Printer \$ _____ (plus tax & shipping)		<input type="checkbox"/> Tablet Stand \$ _____ (plus tax & shipping)	
Payment Authorization			
I authorize my bank to debit my account as identified in the terms and conditions provided by TREC Corporation d/b/a TREC. The debit will take place via the information I have provided within the ACH Debit Payment Authorization Form by the 15th of every month, following the previous month's use of the service. This authorization shall remain in effect until TREC receives written notification from me of intent to terminate this contract. I understand I must request a cancellation form from TREC in order to do so. I authorize this plan to take its course and continue for as long as the recurring payment amount remains unchanged, or unless the plan is terminated by me as stated above. All other changes such as payment amount, bank account number changes, bank changes, will require a new ACH Debit Payment Authorization Form to be filed out prior to any changes and submitted to TREC. Copy 15 days prior to any change being implemented. I represent and warrant that I am the person to authorize and execute the payment authorization form for the purpose of implementing this payment plan. I hereby do and have TREC. Copy business from change date or change resulting from all authorized actions hereunder. I warrant and that it is my responsibility to add and upload my business Terms and Conditions, Privacy Policy and Return Policy to the app and online ordering website. (The information for this is provided in the "Merchant User Manual"). I understand this setup fee will be charged to my account at the time that my account is approved by TREC. Any subscription fee will be charged on a monthly basis and will begin business 15 days from when my application is approved by TREC. Any setup fee will be charged on or before the 15th of each month for the previous month's services and are based on usage from the 1-15, when applicable. I warrant and that this authorization will remain in effect until I cancel it in writing, and I agree to notify TREC in writing of any changes in my account information or termination of this authorization at least 30 days prior to the next billing date. Annual Plan is a one (1) year agreement and will automatically renew at \$100/month after the first year that the annual plan has expired unless a notice is provided to TREC 30 days prior to the expiration of the annual plan. By signing below, I do and warrant acknowledge and agree that the following ("Terms") provided pursuant to this merchant application ("Application") is provided by TREC. I hereby warrant to be an "Eligible" Merchant as required by TREC and that I have read the terms and conditions ("T&Cs") attached to this application on Page 7 through 12 and to which it is bound at https://www.trec.com/terms and that I am authorized to sign and accept the T&Cs on behalf of the entity listed above. I acknowledge and agree that the Merchant cannot use the services in accordance with the T&Cs and that the T&Cs together with this Application, if accepted by TREC, create a legal agreement between TREC and the Merchant. ("Agreement") complete and distinct from any other services offered in connection with the TREC Services. On behalf of the Merchant, I will ensure that the T&Cs are entered and agree that they will be binding on the Merchant upon the use of the TREC account issued to the Merchant. I certify to TREC that the information provided in this Application is true, complete and accurate.			
Merchant Signature: (Individual)		Print Name:	Date:

Tip:

Have all application packages printed and available for the merchant to choose from and sign.

Step 9. Submitting the TREC Application

Once the application is signed and the merchant has supplied the supporting documents, submit the application.

Send application and documents to: applications@trec2go.com

TREC will reply to the application submission within 24 hours.

The TREC response to the Agent and Merchant will include the next steps and what to expect over the coming days.

Followup

If the merchant is unable to make a decision, needs more time to commit, or needs to check with a partner or manager before moving forward, follow these two steps;

Step 1. Gather the merchant's information and send a thank you - followup email.

See details of this step in section;

XVI. Followup

Step 2. Before ending your meeting with the merchant, leave the merchant with a marketing piece containing your information.

See details of this step in section;

Marketing Material for Agents

Category #2 - Selling Steps

Merchants that **DO NOT Have** an
App/Online Ordering Website | 3rd Party App

**Chances are good that there will be a learning
curve for the merchant in this scenario.**

**The merchant may also not know how or where to get their
own App / Online Ordering Website.**

This is where you come in.

Step 1. Take Action

Walk into the door of the business and **Start with a Question;**

**“How would you like to have your own custom Branded App and
Online Ordering Website on the Google Play Store & the App Store?”**

“Let me show you how it works and why it’s essential.”

Step 2. Present the Benefits

Show and discuss the benefits of what the TREC system has to offer the merchant.

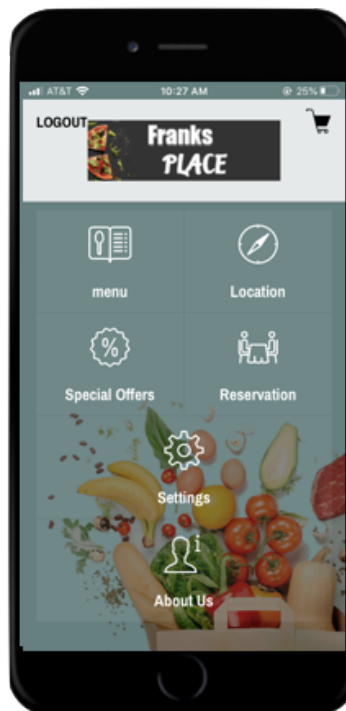
Using the data provided in this document, show the merchant that by having their very own branded app & online ordering website is how they will grow, and improve their business in a variety of ways.

- Show the **Advantages** of having their own app & online ordering website.

To accomplish this, present the data provided to you in section;

Why a Merchant Needs their Own Branded App & Online Ordering Website

- Reasons
- Should a Small Business Invest in their own App
- Improve Efficiency



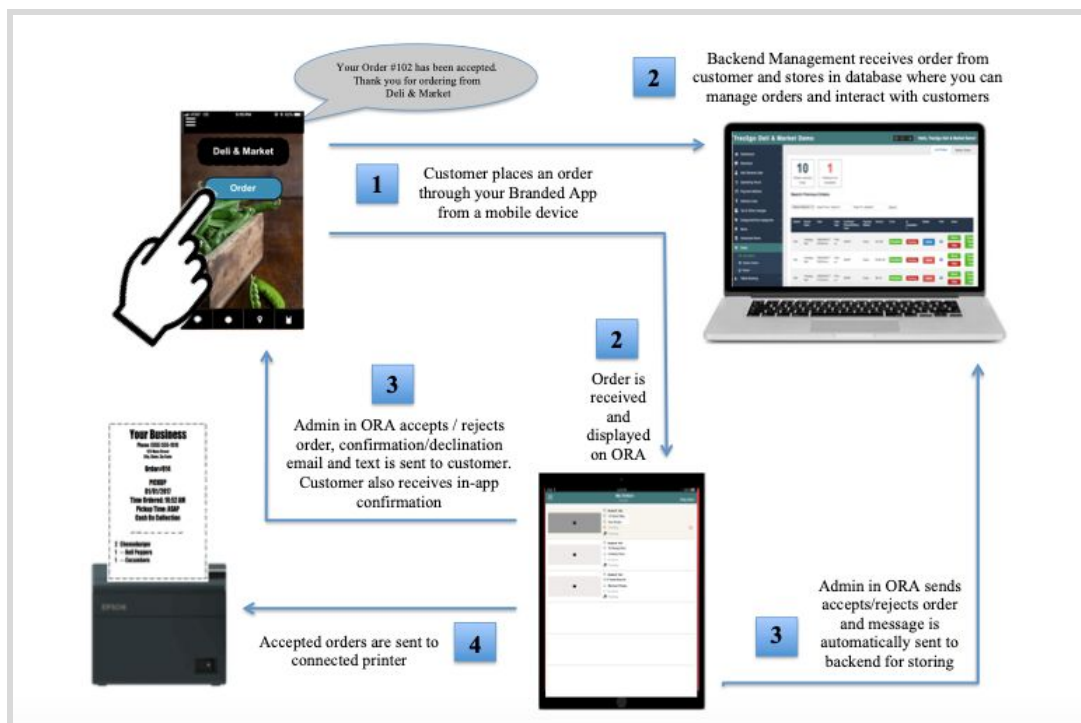
How to Sell TREC | Category #2

Step 3. Provide a Demonstration

Show the ease of ordering and receiving orders with the TREC system. Provide the merchant/business owner with a demonstration.

To provide a demonstration to the merchant, see **Demonstration Instructions: Merchant App | ORA**

**The Demonstration Instructions document can also be found and downloaded from the Agent Center under Agent Manual & Supplemental Documents tab.*



Tip:

For best results, practice the demonstration prior to your presentation.

Step 4. Review Setups Methods to Accept Orders

Multiple setup methods are available for the merchant to choose from.

Review these methods with the merchant to see what works best for their business model.

* For assistance with this step, you may refer to information in section;

VIII. Order Receiving Application (ORA)

Receiving Orders

There are multiple methods available to fit the need of any merchant.

Multiple Ways to Receive;
Orders, Table Reservations & Appointments

- Integrated Epson Printer Setup
- Standard Printer Setup
- App Notifications
- Fax
- Email
- SMS / Text

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How to Sell TREC | Category #2

Step 5. Review Loyalty Programs

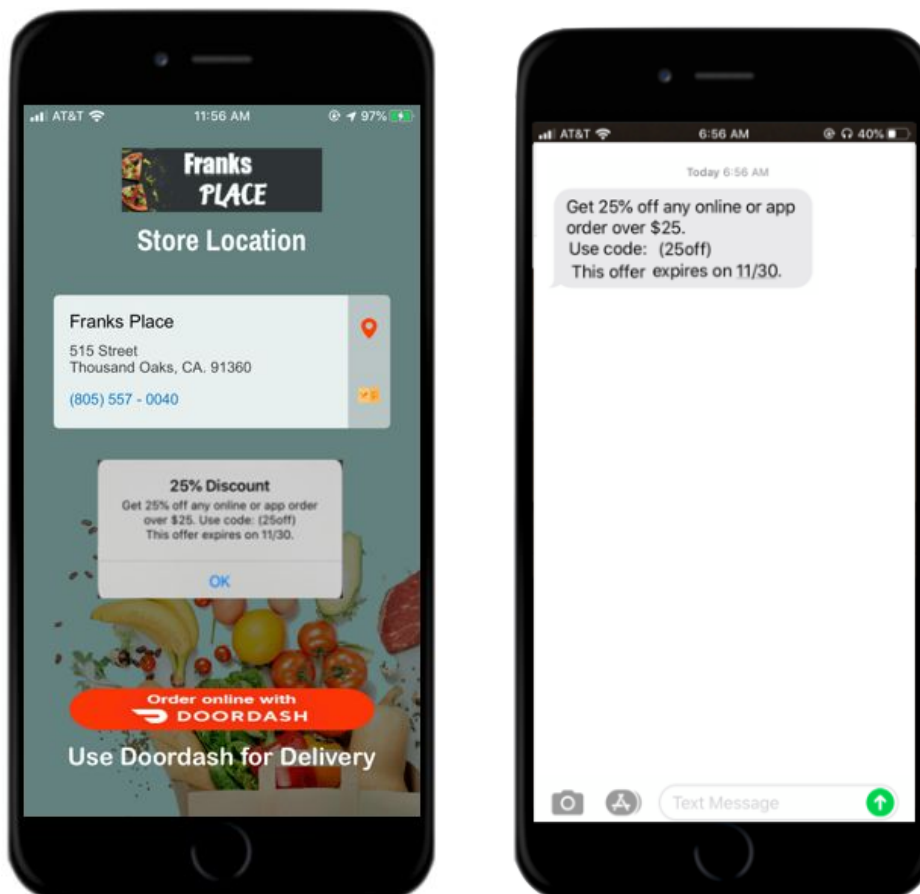
Discuss the importance of Loyalty Programs and which one would work best for the merchant.

To support this step with documentation, refer to section;

TREC Loyalty Programs

And, the Loyalty Feature - Presentation Deck can be found in the Agent Center or by using the following link;

Discounts & Specials (Loyalty Program)



Step 6. Processing In-App & Online Purchases

Discuss in-app & online order purchases with the merchant.

Question to ask the merchant:

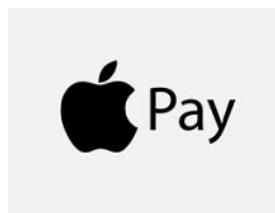
Does the merchant want to accept In-App/Online purchases or 'Payment in Store' only or all of the above?

*If the merchant only wants to accept Payment in Store, present the processing options you offer for in-store transactions;

Cash Discount Program or **Bank Card Processing**

*If the merchant wants to accept in-app and online purchases, help them choose between two options;

Cash Discount Program or **Bank Card Processing**



How to Sell TREC | Category #2

Step 7. Package Plans & Closing the Sale

Now that you have reviewed the TREC system, answered questions, and provided the merchant with data to support the need of having a branded app & online ordering website — it's time to 'Close the Sale'.

You can offer all packages or just one package plan as an option.

Depending on your sales approach, discuss and review the TREC Package Plan(s) available or let the merchant decide which plan is best.

**For pricing, plans, and how to access forms see; [Merchant Setup](#)*



Merchant Pricing Packages

Monthly	Annual	Per Order
<p>\$139/mo</p> <p>+ \$ Setup Fee</p> <p>Unlimited Orders</p>	<p>\$109/mo</p> <p>+ \$ Setup Fee</p> <p>Unlimited Orders</p> <p>(One Year Plan Paid up Front)</p> <p>\$109 x 12 month = \$1308</p>	<p>\$28/mo</p> <p>+ \$ Setup Fee</p> <p>\$1.95 per order</p> <p>OR</p> <p>10% per order</p>

Optional Equipment

Thermal Printer	\$310 (plus tax and shipping)
Tablet / iPad	iPad Version iOS 10.0.0 or later Android Version Kitkat 4.1 or later
Tablet Stand	\$87 (plus tax and shipping)


What do you get?

Unlimited Online Orders	Branded Mobile App	Menu & Photo Upload	1 x Marketing Package	Unlimited App Downloads
Unlimited Website Ordering	Full Admin Access & Customer Reporting	Unlimited Push Notifications	Order Receiving App	Facebook Ordering

2019

Step 8. Completing TREC Application

Applications can be found in the Agent Center under the Merchant Application Tab.

 <h2 style="margin: 0;">Merchant Application</h2>				
DD Name:		DDA:	Acct #1:	Acct Name:
Merchant Information				
Legal Name:			DBA Name:	
Street Address:		Phone:		Fax:
Tax ID:	City:	State:	Zip Code:	
Type of Ownership: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LLC		Contact Person:		
Website Address:		Email Address:		
<input type="checkbox"/> Authorized.net <input type="checkbox"/> Stripe <input type="checkbox"/> TSYS <input type="checkbox"/> MHC <input type="checkbox"/> Priority Payments (Customers can pay in store and through the app)				<input type="checkbox"/> No Gateway (Customers must pay in store ONLY)
Gateway ID:	Trans Key:		API:	
Payment Information				
Name:			Title:	
Street Address:			Phone:	
City:			State:	
			ZIP Code:	
Service Plan Type: Complete Plan / Setup & Development Cost Fields below TREC Website & Mobile Advertising and Ordering Application AND The Business Enabled Mobile Advertising and Ordering Application on Google Play Store & App Store				
<input type="checkbox"/> Annual Plan \$ _____ Annual cost \$ _____ Cost per add'l location No. of add'l locations \$ _____ Total		<input type="checkbox"/> Setup & Development Cost \$ _____ One location setup cost \$ _____ Cost per add'l location No. of add'l locations \$ _____ Total Setup & Dev Cost		
Optional Equipment				
<input type="checkbox"/> Epson TM-2880i Printer \$ _____ (plus tax & shipping)		<input type="checkbox"/> Tablet Stand \$ _____ (plus tax & shipping)		
Payment Authorization Payment Authorization I authorize you to debit my account as identified in the terms and conditions provided by TREC Corporation d/b/a "TREC". The debit will take place via the card services that remain in effect until TREC receives written notification from me of intent to terminate this contract. I understand I must request a cancellation form from TREC in order to do so. I authorize this plan to take the income and continues for as long as the recurring payment amount remains unchanged, or otherwise plan is terminated by me as stated above. All other charges such as payment amount, bank account number, charge, bank charges, will require a new ACH Direct Payment Authorization Form to be filled out for any change and submitted to TREC. I give 15 days prior to any change being implemented. I represent and warrant that I am the person in authority and execute this payment authorization form for the purpose of implementing this payment plan. I hereby and have TREC, Corp. authorize that through use or change resulting from all authorized actions hereunder I understand that it is my responsibility to add and update my business Terms and Conditions, Privacy Policy and Return Policies to the app and online ordering website. (The instructions for this are provided under "Merchant User Manual"). I understand this setup fee will be charged to my account as stated, my account is approved by TREC. Any authorization fee will be charged as a monthly fee and will begin Month 1 (1st day) then when my application is approved by TREC, my setup fee will be charged on or before the Month (15) of each month for the prior month's services and are based on usage from the 1-31st, when applicable. I understand that this authorization fee will remain in effect until I cancel it in writing, and I agree to notify TREC in writing of my any account information or termination of this authorization on or before 30 days prior to the next billing date. Annual Plan is one (1) year agreement and \$100/month after the first year that the annual plan has expired unless a notice is provided to TREC 60 days prior to the expiration of the annual plan. Merchant Acceptance: By signing below, I hereby acknowledge and agree that the following "Terms" provided pursuant to this merchant application ("Application") is provided by TREC Corporation referred to as "TREC". I hereby represent to TREC that I have read the terms and conditions ("T&Cs") attached to this application on Page 7 through 15 and/or where it is located at https://www.trec.com/merchant and that I am authorized to sign and accept the T&Cs on behalf of the entity listed above. I acknowledge and agree that the Merchant agrees to use the Services in accordance with the TREC's and that the TREC complies with this Application, if accepted by TREC, create a legal agreement for some TREC and the Merchant ("Agreement") separate and distinct from any other services offered in connection with the TREC Services. On behalf of the Merchant, I will ensure that the TREC's are entered and agree that they will be binding on the Merchant upon the use of the TREC account issued to the Merchant. Consistently to TREC that the information provided in this Application is true, complete and accurate.				
Merchant Signature: (Individual)		Print Name:		Date:

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Followup

If the merchant is unable to make a decision, needs more time to commit, or needs to check with a partner or manager before moving forward, follow these two steps;

Step 1. Gather the merchant's information and send a thank you and follow up email.

See details of this step in section; [XVI. Followup](#)

Step 2. Before ending your meeting with the merchant, leave the merchant with a marketing piece containing your information.

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Marketing Material for Agent

XXII. Objections, Rejections, Responses & FAQs

Agents will be faced with objections and rejections when selling TREC apps & online ordering websites.

In this section we provide some responses and FAQs to assist.

Why is my advertising information needed for the TREC merchant application?

This is the information that will be used on your App & Online Ordering Website – menu, items, and products, inventory or any other list of merchandise that you will be posting along with your pricing for each item.

Why is my business logo needed?

Your business logo will be used for App & Online Ordering Website.

What format can I send my logo in?

A file type such as an eps or high res jpp is preferred but you can also send your business logo as a pdf if necessary. Send to:
applications@trec2go.com

What format can I send my menu or inventory of items in?

You can send your menu or your list of inventory as a pdf, doc, xls or csv formats. Please remember to include the pricing for each of the items.

FAQs

Why do I need to send in a voided check with the merchant application?

TREC wants to get you paid for your products that are being sold on your app and online ordering website. We need your account information in order to get you paid promptly.

Where does a merchant send an application?

Send your application to: applications@trec2go.com

What if the merchant doesn't have a gateway?

If the merchant does not have a gateway or if they are undecided on what gateway to use, TREC will build a gateway for the merchant so that in-app and online ordering website payments can be accepted.

Can customers order from my existing website?

Yes - TREC provides the merchant with a link that can be placed on an existing website. The link will direct the customer to an online ordering website/

What are my gateway options?

TREC is integrated with Authorize.net, TSYS and Velocity gateways for secure payments.

How do I get setup with a gateway?

If the merchant does not have a gateway, TREC will set the merchant up with one.

Can I accept PayPal?

TREC is not integrated with PayPal at this time.

FAQs

What can the merchant do if they have technical difficulties with the App or Online Ordering Website?

If the merchant experiences technical difficulties, they can reach TREC support via email; support@trec2go.com

Is there a phone number to speak with someone?

There is not a number to call with questions but rest assured as TREC monitors communication channels and will respond back to merchant questions within 24-48 hours.

Questions and inquiries can be sent to; info@trec2go.com

How often is the merchant bank account funded?

This will depend on the merchant bank card processor. TREC can refer the merchant to a processor if one is not in place. Typical funding time from TREC's referral processors is 24-48 hours. Funding times also depend on the relationship of your bank.

Does TREC have loyalty programs?

Yes TREC has multiple loyalty programs that will fit nicely with a merchant's business. See TREC's Loyalty Program Guide for details.

Can a merchant have multiple locations with TREC?

Yes, TREC supports as many locations as the merchant needs. TREC ties it altogether so the merchant can view, track, and monitor all business transactions that occur on the merchant's app and online ordering website from one, easy to use portal.

How does a merchant change or update login credentials?

The Username and password is changed from the merchant portal's dashboard tab.

Can TREC integrate with other POS systems?

TREC is at work with multiple POS systems on the market.

Until then, TREC is a standalone system that can work on an iPad or tablet. what the merchant can do when they receive an order through the Order Receiving App (ORA), they could enter the sale in the POS the same way they would for a phone order.

Can the merchant use their current printer if the printer is also being used for another POS?

Yes a printer can be shared. Multiple options exist for sharing printers. Let TREC know what the needs are and a solution will be provided.

How can a merchant make their customers aware that there is an updated version of my app?

When a new version of the merchant's app is available, a way to let ALL users know is by sending a notification from the merchant's backend portal.

Can the dollar amount be removed from receipts?

Tools provided in the merchant's backend portal allows the merchant to manually set this feature to show the dollar amount of each item or remove the dollar amount of each item on the receipt.

FAQs

What version is needed to operate ORA?

App Store – iOS 10 or later

Google Play Store – 9 Pie or later

What if the merchant's business doesn't offer Delivery?

The merchant can add delivery as an option or choose not to list delivery as an option, all from the backend merchant portal.

Can the merchant update their own pricing?

The merchant can update their pricing and pictures at any time from their portal.

Can the merchant list their Social Media links on their app and online ordering website?

Yes fields located in the merchants portal are available to add social media links.

What should a merchant do if they lose Wifi connection on their tablet or iPad?

The merchant should connect via a hotspot from a mobile device.

If a merchant updates or changes an item in the portal and wants it to appear on the website or app, will the change auto-update?

Yes. If an update is made in merchant backend portal, (i.e.pricing, pictures or text), then those updates will auto-update on the merchant's website and mobile app.

FAQs

Website. The user may need to refresh the page to see changes/updates made.

App. The user may have to close the app or refresh the app page to view a change or update.

Meta-Data Setup

TREC provides tools within the merchant portal that allows the merchant to create their own meta-data for better search results.

App & Website Ownership

If the merchant no longer pays for and or uses TREC services, the app and or the website and or URL ownership cannot transferred to the merchant. The merchant can only use the app and website under TREC services.

App & Website Ownership Can the Merchant change plans later

Yes a merchant can change plans. Contact TREC to discuss the best option when changing

App & Website Ownership Can the merchant cancel at any time?

Yes if the merchant has one of the monthly plans. IF the merchant has the annual plan, they can choose to cancel but we suggest to continue as the service is paid for and a reimbursement is not available.

App & Website Ownership What if the merchant has multiple locations - is there a discount?

Franchise discounts are available to merchants.

FAQs

Is there a long-term contract?

Pay as you go monthly contracts are available.

What if TREC went out of business, what happens to the merchants app and website?

TREC is owned by a parent company that has been in business for over 15 years. We plan on growing and thriving with TREC as we have with our parent company. We strongly feel that our business model and the industry we are in is not vulnerable to supply and demand issues.

If, in the highly unlikely event that were to occur, TREC would assist the merchants with a transition plan.