



Elavon®



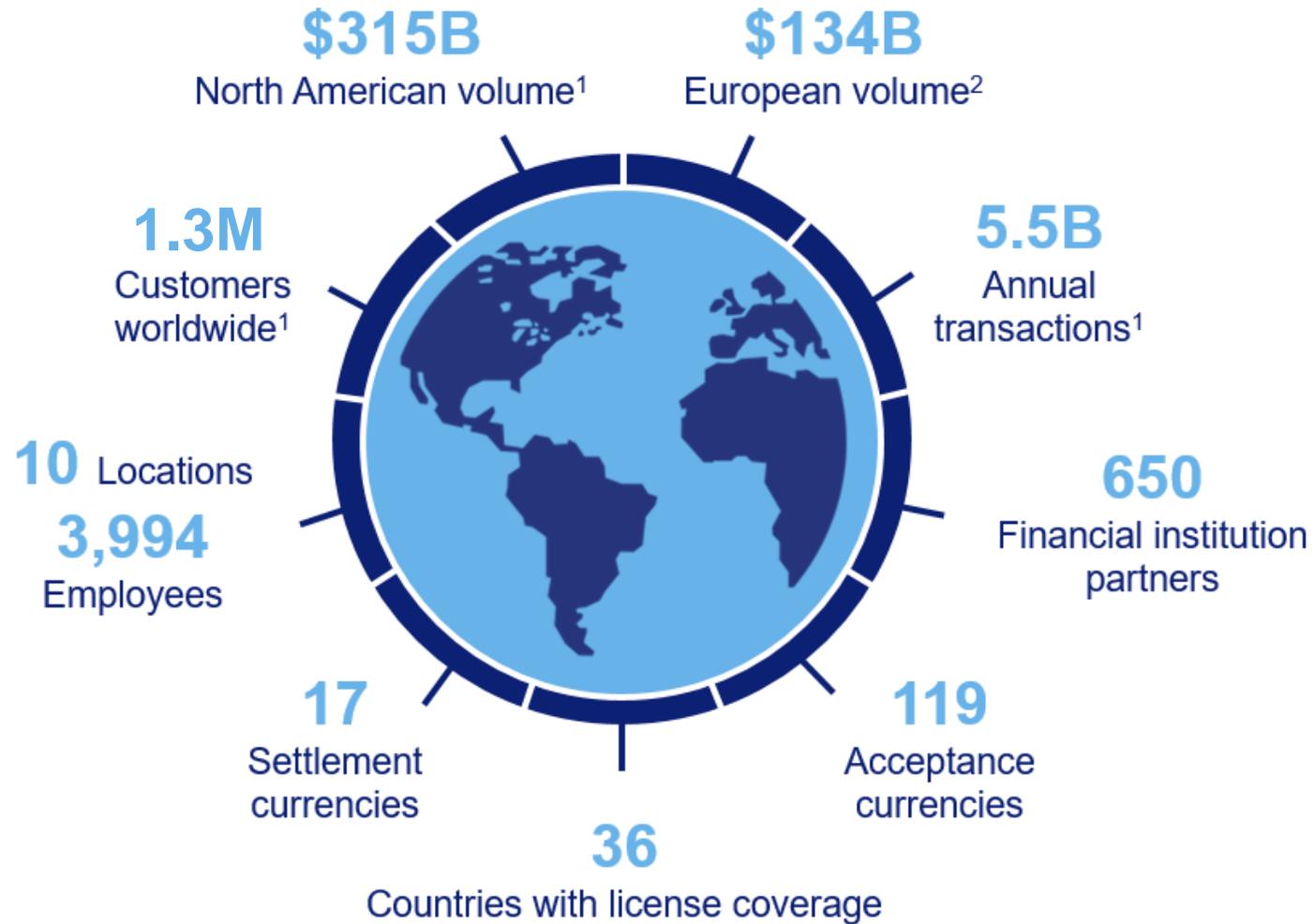
Canadian  
Chamber of  
Commerce

Chambre de  
Commerce  
du Canada



Why Elavon

# We are a global payments leader



<sup>1</sup> Report 1127, 1132

# Why Elavon?

**The way customers want to pay is changing.** At Elavon, we're here to help businesses meet their needs with solutions to help attract and keep customers, process payments and simplify operations.



## Member Advantages

- Preferred member pricing
- Consultative sales approach
- Next-day funding
- One deposit, one statement for all card types
- No merchant cancellation fee
- Specialized solutions for all business types

## Premier Support

- Dedicated customer account managers
- In-house, multi-lingual customer support 24/7/365 – we are always available to assist
- Dedicated support line
- Reliable and secure network

## Innovative Solutions

- Superior product suite
- All-in-one eCommerce payment acceptance solution
- Security solutions for businesses
- Integration solutions
- Dynamic reporting suite

# What sets us apart

## Customer focus

- Understand customer's needs
- Rely on our specialized industry experience
- 80% of calls resolved first call-in
- 99% of new customer applications boarded same day

## Size, breadth and depth

- Safely transmit data 3 billion times each year
- Enable \$300 billion worth of commerce for over 1.3 million customers
- We partner with 1,700 of financial institutions



## Trust and reliability

- More than 25 years of payment processing experience
- Rated among the top global payment providers
- World's Most Ethical Companies Award Winner for the past five years

## Innovation

- Stay ahead by investing in infrastructure to help customers' run their business
- Only payment processing provider with a single international program, making it easier to do business locally or globally

# We know payments



## Payment Types

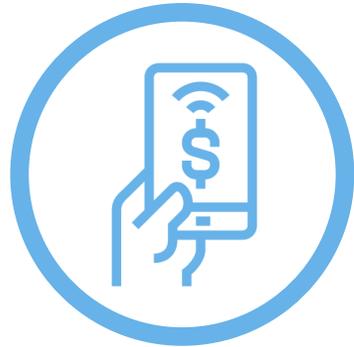
- All credit and debit cards
- Corporate and purchasing cards
- Electronic Benefit Transfer (EBT)
- Dynamic Currency Conversion (DCC)
- Multi-currency



## Ways to Pay

- Face-to-face
- Omni-commerce
- eCommerce
- Mail/telephone order
- Mobile payments
- Tablet-based POS payments
- Mobile wallets

# Keeping up with the changing world of payments



Contactless payments will grow

**35%**

between 2018-2025 globally<sup>2</sup>



**34%**

of Canadians with a credit or debit card use contactless mobile payments on a regular basis<sup>5</sup>



Global digital payment transactions are expected to reach

**\$2 trillion**

by 2023<sup>3</sup>

# Preferred Pricing for Chamber Members

## Benefits

Elavon, as Canadian Chamber's trusted partner for payment processing, is offering Chamber members exclusive pricing on a range of payment services.

Exceptional  
rates on  
processing fees



Preferred  
pricing for  
equipment and  
services



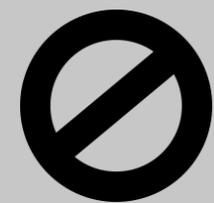
Offers  
Interchange  
Plus Pricing



Free Cost  
Comparison  
Analysis



No Contract,  
No Cancellation  
Fees for your  
members.



# Unparalleled service

Within 3-days post-approval, a welcome call with the customers' dedicated Customer Account Manager will include the following:

- Welcome and introduction
- Customer data and account set-up verification
- PCI DSS validation education
- Payments Insider walk-through
- Answer questions and reduce any uncertainty
- Help build customers trust and satisfaction



# Partner handbook



Canadian  
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# Solutions powered by leading products

Our portfolio evolves as you do – or faster.

Our suite of Solutions can be there at every stage of your payment process.



## Smart Terminals Impeccable experience

Canada's first smart terminal, allowing you to accept payment anywhere.



## Security & PCI Safe-T

Keep your payment data secure.



## Integration Commerce SDK

Integrate payments with your current eCommerce platform.



## Mobile/E-Payments Converge®

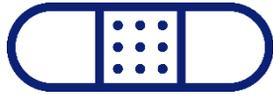
Reporting and Billing made easy.

# Payment solutions for all businesses



## Healthcare

Our healthcare solutions enable practices to efficiently accept and collect payments and provide consistent cash flow for their office.



## Restaurant

We serve up solutions for a wide variety of restaurant types from food trucks to multi-franchise locations. Restaurants can choose from wireless smart terminals that offer pay at the table and tipping, tablet-based payment options, solutions for online ordering, and mobile payment solutions.



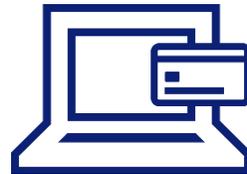
## Retail

We allow business owners to take payments from anywhere – in-store, online, over the phone, from home, on location or wherever their customers are.



## eCommerce

Whether your customers need a simple hosted payment page or a completely customized experience, we make it easy for businesses to accept all payment types in a card present or card not present environment.



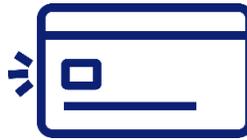
## Hospitality/Lodging

With solutions such as wireless smart terminals and Dynamic Currency Conversion, your customers can focus on keeping their guests happy while we focus on payments.



## Professional Services

Our omnicommerce solutions are perfect for service professionals. They provide flexibility for your customers' business needs by allowing them to accept payments online, in-person, over the phone or on the go.



# Best practices



**Partner with your payments professional** to participate in joint calls, meetings and initial contact with prospects, and Lunch and Learns.



**Data mining and vertical/Industry-specific prospecting** by reviewing your portfolio of existing members with a non-Elavon merchant account that may utilize a Payments solution.



**Include Elavon solutions** by including payment processing as part of your package offering to your clients.



**Ask merchant prospecting questions** when new business relationships are established or during periodic reviews.



**Send new referral opportunities** and review referral statuses regularly. If applicable, email comments and notes that will help the rep before they make contact with your member.



**Tell the member that a Payments Professional** will be calling so they'll be expecting their call.

# Prospecting questions

## Merchant referral discussion starters

By asking your members questions, like the ones below, you open a discussion that allows you to share the benefits of our merchant program and introduce your merchant sales representative.

**Q** How long does it take to receive your Visa®/MasterCard® funds?

**A** With Elavon, you can opt to receive Next Business Day\* funding to many financial institutions expediting cash flow. \*Certain guidelines must be met in order to receive Next Business Day Funding

**Q** What forms of payment do you currently accept (credit cards, checks, etc.)?

**A** Have you had customers or vendors ask you if you accept credit cards? Customers using a credit card typically spend 20% more than when using cash. Let Elavon show you a business case for adding cards to your payment options.

**Q** Do you understand your merchant statement?

**A** Elavon offers a free statement analysis to help identify ways to streamline your processing and even save you money.

**Q** Do you have an online store or do you plan on expanding your business to accept online sales?

**A** Elavon eCommerce solutions can help businesses add online ordering, provide a simple hosted payment page or create a completely customized web store. They also have easy integration tools for more complex connection needs.

**Q** How do you attract new customers and reward existing ones?

**A** Elavon offers a variety of gift card programs that can be customized to fit your needs. Let them show you how you can further market your business and reward repeat customers through a gift card program specifically designed for your business.

**Q** What would you change about your monthly statement?

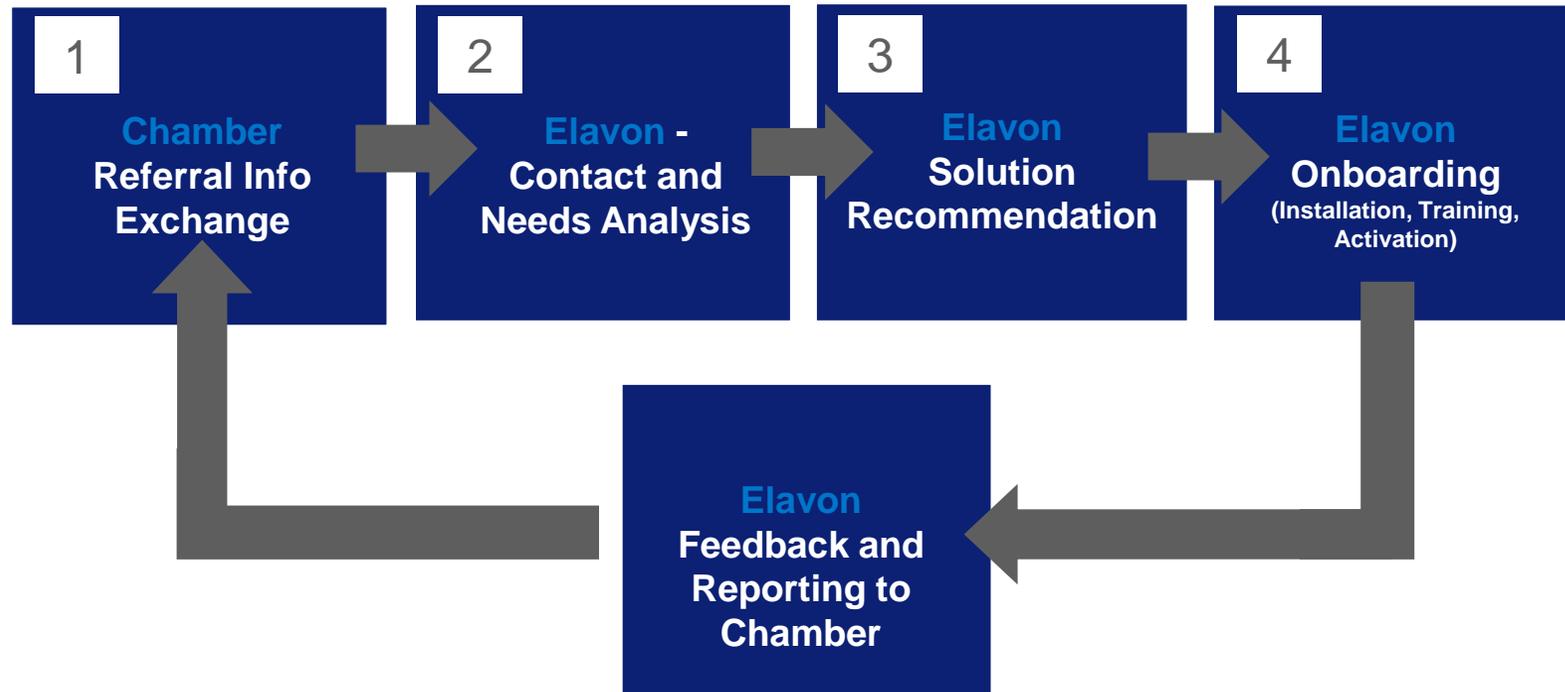
**A** Elavon's simplified statement and reporting portal keeps useful transaction information at your fingertips – helping you to continue to make smart decisions for your business.

**Q** How responsive is your processor when you call?

**A** Run on your schedule – Elavon has highly trained support teams available 24/7/365 to help whenever you need it.

# Merchant Onboarding Process

We work with you to initiate the process, then our team takes it from there! Once the deal is closed, we report back to provide you an update.



# Overcoming objections

I just signed with someone else.

I am locked in a contract.

I don't do enough business to accept credit cards.

"Do I have your permission to have someone contact you to discuss this further?"

As a benefit with our program, we offer a no-cost, no-obligation profitability and security account analysis. Our payments professional can recommend ways to help you manage your payment process. Expect a call from them within 24-48 hours."

Can I use my existing equipment?

How much are the services?

I already have great rates and am happy.

**Member facing site:**

<https://join.paymentstart.com/cachamber>

**Elavon Relationship Manager:**

Tate Coffey

1-865-403-8040

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