

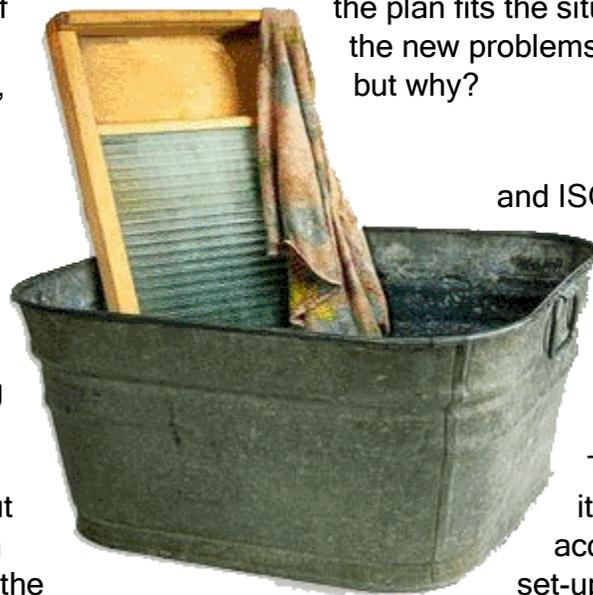
Lather, Rinse, Repeat...

The internal war is real and the external victims are too numerous to mention. The issue, however, is not the process, it's the application.

Let me back up for a minute. This internal dialog has been going on for a while and you're -just now stepping in.

So many businesses, merchants, consultants, and acquirers alike, use the same plan that has used before. Well, if the plan fits the situation, this may be fine; but if it does not match the new problems at hand, why reuse the same plan? We all do it, but why?

Acquirers, processors, and programs toward a merchants. There creating an entirely one merchant. So, the few styles of processing merchant types and fit of the available slots. much customization. But restaurant signs with an hospitality then most of the guaranteed to be worthwhile to the merchant. Lather, Rinse, Repeat is the right way to go to get to the same place everyone else has gotten to.



and ISO's all gear systems few types of isn't much sense in new platform for just thought is to have a that cater to certain each merchant into one This doesn't allow for it also reduces error. If a acquirer that specializes in set-up and processing are

Merchants do the same thing but in a different manner. Merchants hire payment professionals to handle their internal processes. They often hire away from their business competitors to get staff that know their industry segment. That new employee brings proof that they performed this miracle upgrade at their last job and they could do it again. Yes, that saves time in the learning curve. No, that does not mean you've hired strategy - you've recycled a plan. It may be a great plan and it may work well for the business but it's the same thing over again - tried and true, assuming that is all that your business hopes to achieve.

Consultants do this as well. They document how well 'X, Y, and Z' worked for the last merchant that they helped. They are ready to recycle this plan every time a merchant calls, if need be, since it was a solid, well-executed plan. And it does work - tried and true, yet again. It does help every merchant. But it may not help every merchant in every way. There is a level of understanding that comes with a crafted plan and a level of confidence that comes with a recycled plan and both are good in their own way.

So, let's ask one more question. The plan is out there on the table because:

- ❖ "It works for some of the largest merchants in your space in the world", or
- ❖ "I did this at my last job and it worked great - it can work for this company, too", or
- ❖ "All of our clients have found this approach very successful"

Ask this:

Where can we adjust this plan to make it a sustainable strategy exclusively for our business?

So maybe listen for the plan as the start of something special:

- ✓ "We specialize in your type of merchant so let's start with the best set-up and then polish from there", or
- ✓ "I've built strategies for businesses in the past, so let's see what we can do together now that I'm here", or
- ✓ "We work with merchants in your space so we know a lot about what you may encounter - shall we see what more we can do together"

There is nothing wrong with Lather, Rinse, Repeat. It covers probably 80-90% of what you need. Just don't stop there because you deserve more.

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Payment Operations Group is a consultancy of Payment Professionals who now work with merchants to empower their payment processing worldwide. If you would like to pursue a Strategy for your processing future or any payment engagement, contact information is provided below.

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