



CROSSCHECK^{INC.}

ISO

Check Guarantee Sales Manual

Table of Contents

Welcome to CrossCheck	2
Overview	3
The Company	4
The Check Market	5
Check Guarantee	6
The Basic Package	7
Standard Check Guarantee	8
Premium Enhancements	9
Premium Approval	10
Multiple Check Premium	11
Stop Payment Premium	12
Partial Payment Premium	13
Check On Delivery (C.O.D) Premium	14
Bank Fee Premium	15
Plus Sales Service	16
CrossCheck Conversion Plus SM	17
Business Office Conversion Plus SM	18
Target Markets	19
Unacceptable Business Types	20
Pricing	21
Objections	22
Overcoming Objections	23
Frequently Asked Questions/Objections	25
Merchant Set-Up And Training: Standard Guarantee	26
Merchant Set-Up And Training: Check Conversion Plus	30
Prospecting	33
Sample Service Agreements	35
Floor Plan Tip Card	37
Internet Approval	38
Tip Card	39
Merchant Kit	40
Minimum Fact Finding	41
Sales Support and Customer Service	42

Welcome to CrossCheck



Since 1983 CrossCheck has been an innovator in our industry, and at the forefront of Sales Representatives' concerns and support needs. We continue to have a vision of building a payment approval and guarantee company that is both creative and fun. At times, it seems some businesses have forgotten that in addition to making money, it is important to continue finding satisfaction in the work they do. We believe the one thing that truly sets CrossCheck apart from our competitors, is our ability to create something new, rather than simply do the same old thing cheaper. This thought has driven our expansion, our new service offerings, and frankly recreated the industry that we have been a part of for over two decades.

Today, Sales Representatives are benefiting substantially from developments in the payment system market place. Many companies are now beginning to recognize the essential need for highly efficient, cost-effective solutions to check acceptance and handling and Representatives have an ever expanding range of service options available to them. It is noteworthy that many of these options, which Representatives are beginning to take for granted, were introduced within the last five years, and were introduced by CrossCheck.

The Sales Manual is intended to get you into your first sales call with as much start-up information as is practical. We recognize that our Sales Support Team must pick-up the process from there, and your support representatives will be ready to assist you in the days to come.

We wish you much success, and know that you will find that we value our relationship very highly.



J. David Siembieda
President and CEO

Overview



This manual has been designed to provide you with the tools necessary to sell CrossCheck products to your merchants.

Starting with a company overview, this manual will touch on CrossCheck's place in the industry. Understanding what sets CrossCheck apart from other check guarantee companies will give you the ability to effectively represent the services to your merchants.

The check market can be confusing. There are lots of conflicting numbers and reports. A section of this manual has been designed to unravel some of those complexities, providing you with the latest and most accurate information available.

You will also find a comprehensive explanation of CrossCheck's products. This will help you understand each one of the programs offered, their unique features and benefits and provide you with "real world" sales scenarios.

We've also included information on selling into target markets, pricing, overcoming objections, merchant set-up, suggestions for prospecting and time management.

Rounding out the manual will be a section that includes current paperwork needed to complete the sales process.

Please use this as a resource but know that we are also available to assist you with any suggestions simply by calling our ISO Relations Sales Support line: (800) 654-2365 from 6:00 AM (PST) to 5:00 PM (PST) Monday through Friday.

The Company

Founded in 1983, CrossCheck processes and approves billions of dollars worth of check transactions annually. The company is headquartered in Northern California and has an additional office in Texas. Services are marketed by a direct sales force, over 1,400 independent sales offices and 134 partners. CrossCheck is currently the third largest check guarantee provider in the nation.

That independent spirit is part of what makes CrossCheck unique in the marketplace. Our philosophy is “Say Yes to Checks.” We believe that allowing merchants to accept more checks; creatively, securely, efficiently and safely, is ultimately better for their business. Along with our different services CrossCheck has developed several enhancements to cover checks that other check guarantee companies don’t offer. We even approve checks our competitors decline.

In today’s marketplace merchants can accept checks in a variety of ways. CrossCheck provides payment services for a variety of businesses: including retail stores, auto dealers, auto-aftermarket businesses, building supply companies, and medical groups.



The Check Market

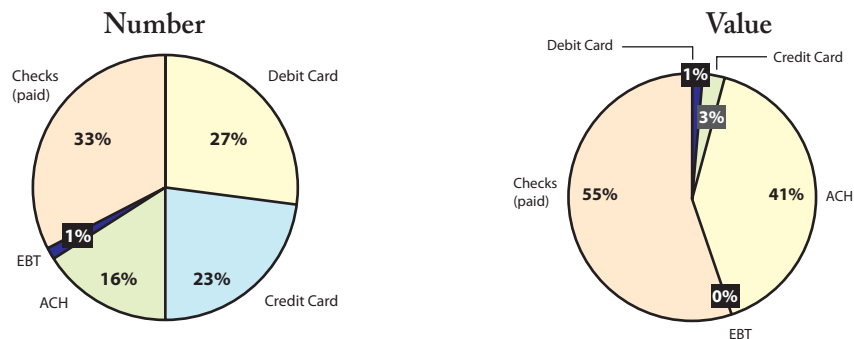
Thirty years ago it was predicted that paper checks would disappear; nothing could be further from the truth.

The use of checks for personal and business payments remains vital to the nation's economy due to steady growth in economic activity and population. Studies indicate checks will continue to serve as a primary payment instrument well into the future.

According to The 2007 Federal Reserve Payments Study – Analysis of Noncash Payments Trends in the United States: 2003–2006, checks are the single largest, noncash payment instrument representing 33 percent of total U.S. noncash payments. A total of 30.6 billion check payments were made in 2006.

The value of check payments in 2006 was \$41.7 trillion, eclipsing the \$34.1 trillion that was processed through all electronic methods combined. The average value per check increased from \$1070 in 2003 to \$1,366 in 2006, while the average credit card transaction for the same period rose marginally from \$89 to \$98. The average value of returned checks increased from \$731 in 2003 to \$1,124 in 2006.

Check payments have a much higher dollar value than electronic payments. Electronic payments now comprise over two-thirds of all non-cash payment by number but less than half by dollar value. Payments made by debit, credit or EBT cards combined represented 51.6 percent of all noncash payments in 2006 but only 4.1 percent of the value. ACH payments, which include converted checks, accounted for 90.8 percent of the value of all electronic payments and increased 18.6 percent from 2003–2006.



2006 Payments	Total Value	Avg. Transaction
Checks paid	\$41.7 trillion	\$1,366
ACH payments	\$31.0 trillion	\$2,122
Credit Card payments	\$ 2.1 trillion	\$98
Debit Card payments	\$ 1.0 trillion	\$39
EBT payments	\$30.0 billion	\$27

Check Guarantee



So what is check guarantee? Simply put, a check guarantee service enables a merchant to accept a check, authorize it in seconds, and should the check be returned for payment, submit the check for claims processing and reimbursement for the face amount of the check (assuming the item conforms to certain procedural and warranty requirements).

Think about that for a moment...with this service in place merchants can feel more comfortable accepting a check from someone they don't know, someone that lives out of the area or out-of-state, even a check from a customer that lives in Canada, Guam, or any U.S. territory. Merchants can accept checks from customers that don't have a credit card or available credit. Merchants can accept checks any time of the day or night.

Check approval is fast, easy and affordable.

Compare that with some of the other options merchants have available to them:

Verification services: Without guarantee, returned checks become the merchant's responsibility to collect.

Collection services: Some collection agencies will only pay 50% of the value of the check and that's only if they collect on it.

Small Claims Court: Think of the time and money a merchant might spend to sue their customers and what effect that might have on their business reputation in the community.

Internal collections: Most merchants don't have the time or the staff to track down bad check writers. Many of the best collection agencies report that they only collect around 50% of the checks assigned to them.

The Basic Package

Although CrossCheck offers many different programs to fit a variety of merchant needs, all of the programs feature these great benefits:

- Highest approvals in the industry
- Custom designed premium programs
- 24-hour, 7 days a week customer service
- No charge for customer service calls
- Terminal/register, phone and Internet authorizations
- State-of-the-art technology and equipment
- Equipment compatibility
- Acceptance of checks from all US states, US territories and Canada

Standard Check Guarantee

This is CrossCheck's flagship program. Commonly known in the industry as "traditional" check guarantee or "paper" guarantee, it is still the most versatile and pervasive way to guarantee checks.

Designed for maximum flexibility and ease of use, the Standard check guarantee program will suit the needs of most merchants while still providing you a viable, dynamic addition to your sales presentation.

This service works with the majority of point-of-sale terminals and check readers and CrossCheck is constantly working to certify new equipment that comes onto the market. In addition, merchants can elect to use non-terminal based approval methods such as an automated phone system and the Internet.

Standard check guarantee allows you to present multiple enhancement options to your prospects, enabling you to customize a program to fit their business needs. In many cases, these enhancements have been created by CrossCheck and are unequalled in the industry.

Our Standard check guarantee service provides a merchant with protections against bad check losses. Merchants using this service deposit all approved checks into their bank account and, should any approved item be returned as unpaid, they will be reimbursed for the face amount of that check provided they meet the warranty guidelines.

How it works:

- Customer indicates that they will be paying by a check
- Merchant processes the check using one of several methods
- An approval number (or decline) is issued
- The merchant writes the required information on the check and places it in the cash drawer
- The merchant deposits the check into their merchant bank account

Should a check be returned as unpaid from the bank, the merchant simply places the returned item and supporting paperwork into a CrossCheck claims envelope and submits it to CrossCheck for processing. CrossCheck will process the claim within 30 days from receipt.

Premium Enhancements

As specialists in the check guarantee business, we find that it is our second nature to create programs around the “guarantee” factor. We accept and guarantee checks in creative ways and have developed several “premium” programs that may be added to the Standard service.

These premiums are designed with special business needs in mind to help merchants increase their sales and lower their risk to bad check losses.

To effectively sell our services, it will be important for you to have a general understanding of how each premium enhancement works, so that you can present the features and benefits of each one to your prospective clients.

pertinent information:

- **Premium Approval** – Maximizes every potential sales opportunity
- **Multiple Check** – Offers customers additional time to secure funds
- **Stop Payment** – Protects a merchant against stop payment returns
- **Partial Payment** – Offers customers the flexibility to make their purchase in combination with other payment options
- **Check on Delivery (C.O.D)** – Can increase sales by guaranteeing check payments for C.O.D orders
- **Bank Fee** – Merchant receives reimbursement of applicable bank fees on returned checks

Along with the premium enhancements, these additional programs will be further expanded upon:

- **Plus Sales** – Provides guarantee protection on checks that our competitors decline
- **CrossCheck Conversion Plus** – Guarantee coverage along with the convenience of conversion.
- **Business Office Conversion Plus** – Our New Conversion Program Lets Merchants Process And Guarantee Their A/R Checks—Even Business Checks!

Premium Approval

CrossCheck's Premium Approval allows merchants to accept virtually every check presented. Our competition typically declines 8%-10% of all checks. Those declines represent lost revenue to the merchant.

We are proud to provide the highest percentage of approvals in the industry. Our Premium Approval feature guarantees at least 50% fewer declines than our competition. If we don't, we'll pay the set up fees (up to \$200.00 per location) to switch the merchant back to their old service. In over 20 years, we've never had to pay that fee!

Designed for: All business types.

Coverage: All purchases for all business types.

Benefits: Maximizes every sales opportunity.
Decreases lost sales due to declined checks.
Allows a merchant to increase sales without increasing risk.

Ideal Uses: High-ticket merchants. Many competitors' declines increase as transaction amounts increase.

So, let's look at this in the real world...

You're calling on a prospect that already has a check guarantee service. They obviously see the value of using a check service and are generally pleased with the service they're getting. They don't think that they get too many declines but, what the heck, those are the bad check writers anyway, right?

Ask to see the merchant's statement. In many cases, our competitors will list how many checks they approved and how many checks they declined at the point-of-sale. Remember, every time a competing service issues a decline and the merchant elects not to take that check, they are potentially losing a sale and losing a customer!

Many of our competitors use massive databases with all kinds of financial information contained therein. Some of this information may be about check history but much of it isn't. And some of the information can be up to seven years old! By comparison, CrossCheck's database looks primarily at check relevant information and the database is updated daily.

So by now, you've pointed out how many declines the merchant's current service issued. You've pointed out how much business that merchant has lost. You've pointed out that those customers might never come back to shop in the merchant's establishment and, of course, you've pointed out that CrossCheck's Premium Approval feature will alleviate at least 50% of those problems.

Multiple Check Premium

With CrossCheck's Multiple Check Premium, merchants can accept two to four checks from a single check writer and deposit those checks over a thirty day period. This gives them the ability to offer flexible payment options to customers with the knowledge that those checks are guaranteed.

This "sales increasing" premium can allow merchants to overcome the objection of "I really need your product but I'll have to come back in a couple of weeks when I have more money."

<i>Designed for:</i>	Merchants with high average tickets (car dealers, auto repair, furniture)
<i>Coverage:</i>	Two to four checks written at one time and deposited over an agreed upon time frame, typically 30 days.
<i>Benefits:</i>	Maximizes every sales opportunity. Enables merchants to close sales they are now losing. Available to all merchant types.
<i>Ideal Uses:</i>	Multiple Check is ideal for auto dealers and other high ticket items.

So, let's look at this in the real world...

A dealership can increase sales with Multiple Check by allowing a customer to write 2-4 checks for a down payment. Customers looking to buy a car are concerned with what their monthly payment will be. With Multiple Check, a customer can decrease their monthly payments by increasing their down payment. Or the customer can add upgrades and keep their monthly payments the same by increasing the deposit.

For example, a customer looking to get financing for a new car has \$1000 for a down payment. The finance manager runs their credit and they need a higher down payment in order to qualify for financing. Now the dealership has the option of taking 2-4 checks to increase the down payment. That customer is now able to drive off the lot in a brand new car... today!

Another example, a mechanic has a customer come in expecting to pay \$200 to have their brakes fixed. The mechanic inspects the vehicle and finds that the rotors need resurfacing and the CV boots need to be replaced. The job ends up costing \$800. The customer may say "I'll have to come back in a couple of weeks to get that done." With Multiple Check the customer can write 2-4 checks today and get the work finished immediately, so they're able to drive home in a safe car.

Stop Payment Premium

Stop payments generally occur when there is a disagreement regarding a service performed or dissatisfaction with a product or price. Most check guarantee companies don't cover checks that are "stopped" even if the guarantee provider initially approved the check.

CrossCheck's Stop Payment Premium offers additional protection that other companies are often unwilling to provide. Stop payment checks are among the most difficult checks to collect on, which is why other check companies tend to stay away from them. We work with the merchant and the consumer to resolve these complicated issues.

Designed for: All business types, especially those in the service industries such as auto repair shops and veterinarians.

Coverage: Authorized checks that have had a stop payment issued on them.

Benefits: Eliminates time wasted trying to collect on stop payment checks. Helps to protect the merchant's bottom line profits.

Ideal Uses: Stop payments from dissatisfied auto repair customers. Pet owners that are upset over the loss of a pet and place a stop payment on a check written to their vet.

So, let's look at this in the real world...

You have a prospect that owns a veterinary clinic. They used to take checks but have recently stopped because their old check guarantee company wouldn't cover their stop payment checks. Veterinary clinics often see stop payments because pet owners are sometimes unhappy with the outcome of surgery or are shocked at the prices charged.

You can ascertain how many stop payment checks the vet received and ask what they did with them after their old check service returned them as unpaid claims. Did they write them off? Are they stapled on the wall for all of their clients to see? Did they send them to a collection agency and are likely to only receive 50 cents on the dollar? How many customers might go to another clinic because they can't write a check at your merchant's business?

With this CrossCheck program you can guarantee the merchant's stop payment checks, protecting their bottom line and at the same time helping them to increase their sales by allowing the merchant to safely and efficiently take all forms of payment.

Partial Payment Premium

CrossCheck's Partial Payment Premium gives customers the option to pay by check and another payment method: cash, credit card, gift card, any other payment option the merchant accepts.

Most check guarantee companies will not allow merchants to accept checks for partial payment. It's a common reason to return claims to merchants. With the Partial Payment Premium, merchants can accept multiple forms of payment without hassle and still have the peace of mind that the check portion of the transaction will be guaranteed.

<i>Designed for:</i>	All business types, especially those with large ticket items and/or gift card programs.
<i>Coverage:</i>	Any authorized check that is a portion of a total payment.
<i>Benefits:</i>	Allows customers to combine payment methods to complete the sale while providing the assurance that the check portion is guaranteed. Accommodates the customer, which encourages loyalty and repeat visits. Provides an edge over other retailers who cannot offer such flexibility.
<i>Ideal Uses:</i>	Retail businesses that want to offer flexible payment options. Auto repair shops that want to allow a customer to pay with a check and credit card

So, let's look at this in the real world...

You have a client that owns a chain of mattress stores. They typically take credit cards, debit cards and checks for their payments. You have done a great job in showing them the benefits of the CrossCheck program but they are still considering calling another representative to get some information on another check program.

You acknowledge their request and restate the reasons that you think the CrossCheck program is the most complete solution for them. Ask the merchant if they sometimes have customers that find a mattress that costs a little more than they expected? Does every customer have room on their credit card for the entire purchase? Would it help the sales staff close another sale or two if they could suggest to a customer that they put a portion of the purchase on a credit card and make the difference up with a check? Remember, most other check services will not cover a partial payment and will return that check to the merchant as an unpaid claim.

Check On Delivery Premium

CrossCheck understands that C.O.D. transactions can be risky but are a necessary way for some merchants to conduct business. This premium allows merchants to authorize checks before sending out an order. The merchant can collect the check at the point of delivery knowing that the check is guaranteed.

Similar to a “pre-authorization” on a credit card purchase, merchants simply provide CrossCheck with the customer’s phone number and the estimated purchase amount. CrossCheck will issue an approval (or decline) before the merchant fills the order. Should the amount of the check change, the merchant can update the transaction providing protection on the final amount.

Designed for: Most delivery retail businesses, especially furniture stores, auto parts stores and building supply companies.

Coverage: For products purchased and shipped prior to receiving the actual check, i.e. deliveries or phone orders.

Benefits: Assures payment prior to pulling and delivering merchandise.
Accommodates customers who can’t make it back to the store.
Increases sales and customer loyalty.
Provide a payment method for customers without a credit care.

Ideal Uses: All merchants that offer delivery.

So, let’s look at this in the real world...

You are calling on a prospect that owns a furniture store. During your due diligence, you find out that the merchant doesn’t accept C.O.D. checks and prefers that customers either come down to the store to make the payment or use their credit cards over the phone. What happens if the customer doesn’t have or doesn’t want to use a credit card? What if the customer lives 25 miles away and coming into the store is inconvenient? Is it possible that the merchant has lost a sale or two because of this?

With the CrossCheck C.O.D. program in place, the merchant can say “yes” when a customer asks if they can write the delivery driver a check when the sofa arrives.

But now mention this... what if the salesperson remembered that the customer was also looking at the tables and lamps that went with the sofa that the customer wants to purchase? What if, at no obligation to the customer, the merchant also loaded those additional items onto the delivery truck. The delivery service sets up the sofa and accessories in the living room and the customer loves it. They simply write the check out for the higher purchase price. The driver brings the check back to the store and the store manager closes out the transaction. Could this increase the merchant’s sales? What profit does the merchant make on those accessory items? Would that set them apart from their competitors down the street?

Bank Fee Premium

CrossCheck's Bank Fee premium reimburses the merchant for the bank fees they may be charged when they deposit an approved check that subsequently bounces.

Most other check guarantee services will not pay out these fees. Why should a merchant be penalized for accepting checks? With CrossCheck's Bank Fee premium, the merchant simply includes the bank debit advice that shows the returned item fees they were charged, and we'll reimburse that amount to the merchant.

Designed for: All businesses.

Coverage: Bank fees incurred because a customer's check bounced.

Benefits: Assures merchants that they can accept checks without incurring costs should they bounce.
Allows merchants to concentrate on making sales, not paying bank fees.
Provides an extra measure of protection that most services don't offer.

Ideal Uses: Any merchant whose bank charges fees for returned checks

So, let's look at this in the real world...

You have a prospect that is currently using a check guarantee service. You have determined that they are generally happy with the service but are looking for some comparisons, just to make sure they are spending their money wisely.

You have asked them what they like about their current service and what they would change? You've asked them if they are receiving regular claim payments and they say "sure, mostly." Then you say "and, of course, your current service pays your bank fees too, right?" Most check guarantee services will not reimburse merchants for their bank fees. Tell the merchant that CrossCheck does and your sales presentation is virtually over!

Plus Sales Service

Many of our competitors have decline rates of 8-10 percent, sometimes up to 30 percent in certain high volume merchant codes. Those numbers add up to lost sales and unhappy customers. CrossCheck's Plus Sales Service can help turn those declines into sales.

Plus Sales is a stand alone service. The merchant keeps their current guarantee provider but utilizes our service when a competitor issues a decline at the point-of-sale. With Plus Sales, the merchant runs the check through CrossCheck's authorization for an approval.

Designed for: Merchants that cannot change their current provider but don't want to lose sales either.

Coverage: Plus Sales provides guarantee on checks declined at the point-of-sale by competitors and authorized by CrossCheck.

Benefits: Merchants can make the sale instead of turning away a customer. Allows merchants to approve checks previously declined by their current check guarantee service. Eliminates the embarrassment of telling customers that their check was declined.

Ideal Uses: Merchants that currently have a check service and receive declines.

So, let's look at this in the real world...

The car dealership you are calling on is using a competing service. You've presented all of the benefits of the CrossCheck programs but the merchant isn't really sure about changing services. On top of that, they have two months left on their contract.

You've pointed out that for every one hundred checks approved, their current company is declining twenty. What happens to those customers? Do they leave unhappy or embarrassed? Does the merchant lose the sale?

In many cases, if you look at the dollar amount of the average check approved and compare it with the dollar amount of the average check declined, you'll note that in many cases the declined checks are quite a bit higher. You can point out to the merchant that not only are they losing sales, it's the bigger checks that are "walking out the door!"

With the Plus Sales program, the merchant simply contacts CrossCheck when they receive declines from their current company. In most cases, we will approve the checks that our competitors declined. The merchant increases business and keeps their clients happy.

CrossCheck Conversion PlusSM

CrossCheck Conversion Plus provides secure automation of check acceptance at the point-of-sale, allowing merchants to process paper checks electronically. Our system captures and records information from approved transactions and automatically deposits funds via ACH into the merchant account, saving trips to the bank. This service includes guarantee coverage. Unlike many competitive programs, CrossCheck Conversion Plus converts all business checks, an important feature for many businesses.

This program will work with many of the point-of-sale terminals, check imagers and check readers found in the marketplace today and CrossCheck is constantly working to certify new equipment as it emerges. Merchants may also use a check imager connected to their PC.

How it works:

- Consumer writes a check to purchase products and/or services
- Merchant accepts the check, reviews it and confirms that the required information is on the check
- The merchant will scan the consumer's check and enter the pertinent transaction/check information
- The image will be transmitted and stored in a file at CrossCheck
- A receipt prints, which the consumer is required to sign
- The check must be stamped VOID and returned to the consumer
- Merchant "batches out" at the end of the day, transmitting check information to CrossCheck
- CrossCheck debits the consumer's account for the transaction amount
- Typically the merchant's account will be credited within 48 hours
- Merchants may view their transaction activity online at the CrossCheck Web site

Business Office Conversion PlusSM

Introducing CrossCheck Business Office Conversion Plus. This new service enhancement, available exclusively from CrossCheck, combines patent-pending conversion technology along with the ability to process both consumer and business checks sent in by mail for payment on accounts receivables. Add this enhancement to the CrossCheck Conversion Plus service and your merchants will have the most complete check processing solution available today.

<i>Designed for:</i>	Businesses that receive payment by checks through the mail or multi-location businesses that consolidate banking by receiving payments at a central office.
<i>Coverage:</i>	All checks sent by mail, so long as the merchant provides written notice to the customers using the language provided in the confirmation letter and this notice is included on the customer's statement and in signage at the place of business.
<i>Benefits:</i>	Allows checks to be converted when not at the point-of-sale. No need for customer's signature on a receipt. May accept personal and business checks.
<i>Ideal Uses:</i>	All merchants that receive payment by mail.

So, let's look at this in the real world...

You're speaking to a dental office and they tell you that they are interested in CrossCheck Conversion Plus as they rarely find the time to bring their checks to the bank. However, they tell you that they are so busy during the day that they do not have the time to convert every check they receive in their office. In fact, most of their payments are paid by checks mailed in two weeks after the appointment.

Before, there was nothing you could offer their payment handling office that would allow you to do this since the customer would have to be present every time the check was converted. However, with this new service, you can offer them the ease and convenience of check conversion and the safety of guarantee.

In fact, unlike many of our competitors, Business Office Conversion Plus converts all business checks as well. This means checks sent to them by their patients' insurance companies can be converted along with personal checks from the patients. Checks may be converted and processed at the end of the day eliminating trips to the bank. This takes the stress and risk out of handling payments and allows them to focus on their patients' treatment instead.

Target Markets

Check guarantee can be used by many business types. Over the years, CrossCheck has found, however, that certain merchant codes tend to benefit from a check guarantee program more than others. As a result, these businesses tend to respond better to the various premium offerings and generate higher sales revenue for you.



Target List

Check Guarantee Accounts

SIC	Account Type
5722	Appliances/Electrical Repair
5511	Auto Dealers New (all departments)
5532	Auto Tire Store
7531	Auto Paint/Top-Body
5533	Auto Parts Store
7539	Auto Repair
5552	Boat Dealers/Parts-Service
5211	Building Materials
5713	Floor Covering
7261	Funeral Home/Crematory
5712	Furniture Store
7012	Hotel/Motel
7536	Muffler Shop
5941	Sporting Goods Store
7532	Transmission Repair
0742	Veterinary Clinic/Hospital

Call CrossCheck today.
888-YES-2CHX
www.cross-check.com



SAY *Yes* TO CHECKS®

Unacceptable Business Types

Based on our experience, and the inherent risk, the following business types are unacceptable for our Standard Guarantee Program:

- Adult Entertainment/ Pornographic Materials
- Airlines (Air Cargo Acceptable)
- Bail Bondsmen
- Bankruptcy Attorneys
- Bars, Taverns, Cocktail Lounges, Nightclubs, Discotheques
- Cable and Other Pay Television Services or Other Utilities
- Cash Back Accounts
- Cell Phones/Pagers
- Charitable and Social Service Organizations, Fundraising, Political Organizations
- Check Cashing Establishments
- Cigar/Cigarette/Smoking Businesses
- Coin/Stamp Dealers
- Collection Agencies
- Computer and Computer Peripheral Equipment and Software, In-Home Sales, Parts, Service, Repair, and Instruction, Wholesale Computers
- Consulting Services/Counseling
- Credit Card Protection Services, Credit Repair Businesses
- Data Processing Services
- Dating/Escort Services, Massage Parlors, Sexual Encounter Firms
- Detective Services
- Direct Marketing/Product Brokering, Telemarketing, Multi-Level Marketing
- Drug Stores and Pharmacies Doing Business Over the Internet
- Electronics/Car Stereo
- Export/Import Businesses
- Financial Institutions, Insurance Premiums, Wire Transfer Money Orders
- Forward Commitment Sales
- Government and Judicial Agencies
- Hair Loss Products
- Home-based Businesses
- Horoscope and Fortune Tellers, Psychics
- Investment Opportunities, Security Brokers/Dealers
- Jewelry, Wholesale Jewelry
- Lotteries, Raffles, Bingo (or any type of gambling), Casinos/Clubs
- Mail/Telephone/Catalog Orders
- Mobile Home Dealers
- Mortgage Payment Programs
- Pawn Shops
- Professional Services (Not elsewhere classified)
- Service Related Merchants with No Tangible Product or Service, Self-help
- Special Trade Contractors (Not elsewhere classified)
- Stenographic and Secretarial Support Services
- Tattoo/Piercing Parlor
- Tax Payments
- Taxicabs/Limousines, Transportation Services (Not elsewhere classified)
- Telecommunications Service including Local and Long Distance, Pre-Paid Cards, Credit Card Calls, Calls through use of Magnetic-Stripe-Reading Telephones, and Fax Services
- Travel/Tour Packages, Travel Clubs, Cruise Lines, Timeshare Sales and Rentals
- Typesetting, Plate Making and Related Services
- Used Car Dealers—Buy Here, Pay Here
- Video Amusement Game Supplies
- Water Purification Systems
- Wrecking and Salvage Yards

Pricing

CrossCheck's standard pricing is 2.59 percent. This is hard-coded on the front of the application/service agreement.

We are also able to offer preferred pricing to merchants that appear on our Special Industry Price List. Typically, these merchants will benefit from a lower discount rate. Suggestions for check limits and monthly minimums are also include on the Special Industry Price List.

Should you call on a prospect that currently utilizes a competitor's service, you can confidently quote a 10 percent rate reduction from what they are paying now. CrossCheck asks that you get a copy of a recent competitor's statement for verification purposes.

Being able to beat a competitor's price can be a tremendous sales tool for you. Think about it... if the sale comes down to pricing alone, you'll be able to save the merchant money and provide them with services that their current service may not offer!

If your merchant requires a higher check limit or lower discount rate, call in to the ISO Relations Support line. You will be asked a few basic questions about your client's business so that CrossCheck can review the account. We will do everything we can to accommodate the request so that you can close the sale.

CrossCheck suggests a \$35 monthly minimum for most merchants. The monthly minimum is not a service charge. All usage will be applied to the monthly minimum, with the exception of any transaction fees. The merchant will be charged the monthly minimum or the discount rate multiplied by usage, whichever is greater.

CrossCheck suggests a \$15 monthly subscription fee. The subscription fee covers the cost of supplies, account maintenance and statements.

All checks approved through CrossCheck have a 20¢ base transaction fee. Each of the premium enhancements will carry an additional, nominal fee per transaction.

A \$295 one-time application fee may be charged and is hard coded on the front of the application. Any application fees collected are made out directly to your sales company.

CrossCheck recognizes your need as a sales professional to make certain pricing decisions during the sales process and will provide you with some flexibility. Please call us with any pricing questions.

Objections

Many prospects will voice objections and doubts no matter how inclined they are to buy. You must be prepared to overcome the objections and keep the sales momentum moving forward.

Prospects raise objections generally because:

- They need more information.
- They don't see how the benefits of the service meet their needs and solve their problems.
- They are reluctant to accept change.

The best preparation for reducing and overcoming objections is to have probed thoroughly—i.e., to have gathered as much information as you can about the prospect, the organization and their needs and problems. If you've done that preliminary work thoroughly, it's likely that you'll already have overcome some of the more significant objections.

Overcoming objections reinforces your credibility as well as CrossCheck's. Objections need not make you panic, particularly if you're prepared for them and realize that they often indicate genuine interest on the prospect's part.

Overcoming Objections

The Skill of Overcoming Objections

Handling objections is an important responsibility. Objections are to be expected, so take them in stride.

You should always remember that:

- It is more effective to respond thoroughly rather than instantly to your prospect's objections, even if the response is already spelled out in your mind.
- It does nobody any good if you get defensive because a prospect raises an objection.
- It is important for you to maintain a problem-solving environment rather than letting it become a contentious environment.
- Your rapport-building and probing skills will be necessary while you overcome objections.
- You must remain professional at all times, even in the face of a difficult, resistant prospect.

If a prospect raises objections, there is a very good chance you have made a successful sales call. In fact, you should encourage your prospects to express their concerns. Why?

Because:

- You can't handle objections if they are not expressed. If they are not expressed, they can sabotage a sale without an opportunity to rescue it.
- You will know where the prospect stands.
- You will have the opportunity to reiterate CrossCheck's benefits.
- Overcoming objections moves you closer to a sale.

Many objections are not as serious as they first appear to be. As with the other sales skills, to overcome objections you need to be a careful listener and observer. It is important to look at objections as opportunities rather than unfortunate hindrances.

Objections are opportunities because they:

- Assist your prospects by clarifying their concerns.
- Clear the way for prospects to focus on the benefits of CrossCheck.
- Solidify your relationship with the prospect.
- Build mutual trust.
- Prevent the conversation from eroding which can inhibit a sale.

By seeing the objection as an opportunity, and listening and probing, you can clarify the objection, strengthen your sales effort, and enhance your chances for closing a sale.

Overcoming Objections

Always remember that overcoming objections is a sales skill. That means it is still part of a two-way communication process that takes place between you and the prospect. An objection isn't overcome simply when you respond to it. An objection is overcome when the prospect understands your response completely.

Sales representatives lose out even when they respond to objections if:

- They don't answer the objection completely—that is, they don't give the prospect enough information.
- They misunderstand the objection.
- The prospect misinterprets or misunderstands their response.
- The prospect objects to an inherent characteristic of the service (e.g., its physical appearance) or lack of a feature, and sales representatives fail to redirect the communication to how our services will fulfill their needs or put the lack of feature in proper perspective.
- They don't relate features to benefits.
- They argue.

To avoid losing a sale because of these factors, you should:

- Be completely familiar with CrossCheck, so you can answer objections completely. Ask the prospect if he or she needs more information.
- Ask the prospect probing questions to make sure he or she understands your response.
- Rephrase the objection and make sure the prospect agrees with your rephrasing.
- Minimize objections that arise as a result of not having a particular feature by being well prepared to emphasize the features that do meet the prospect's needs and solve the prospect's problems.
- Know thoroughly the relationship between the service's features and its benefits.

Most of the objections you'll hear are like old songs—you'll hear the same ones wherever you go. You can assume that if the prospect brings up objections, most of them will be typical. Therefore, many of your answers will be typical as well. You can have most of them ready in advance.

Frequently Asked Questions/Objections

“I don’t get bad checks”

This is probably the most common objection that you will hear and one of the easiest to overcome. Does the merchant accept checks from anyone? Who wouldn’t they take a check from? What about checks from out of the area? What about low numbered checks or checks for expensive purchases?

Many merchants have restrictive or selective check policies. If they aren’t taking checks from everyone they are potentially losing sales. Check guarantee services help them take checks from more customers and that can mean increased sales.

“The monthly minimum is too high”

This is a great objection! The merchant is really stating that they are interested in the service but not sure how much of a value it is. Half of your job is already done. How much does the merchant pay now to recover a bounced check? What do they pay in bank fees, collection costs, filing in small claims court? Have they ever written off a bad check as a loss? What are they paying now, if they are with a current service?

Few merchants ever stop and add up what their recovery costs really are. With the CrossCheck program, we handle the recovery process and the merchant can concentrate on running their business. If they have an existing service, look at the fees being charged, point out any savings our service can offer and use the flexibility you have to close the sale.

“I accept debit cards. Why do I need to accept checks?”

Debit card usage is certainly growing, but checks are the largest form of noncash payments. In 2004, there were more than three times the number of check transactions than debit card transactions. Debit cards represented only \$600 million of noncash payments, compared to the \$39 trillion in check transactions. They replace cash, not checks. Also, most debit cards have a maximum daily withdrawal limit. What happens if the purchase exceeds that amount? Many consumers like to play the “float game” with their checking account. A debit card doesn’t allow for that.

“Do I have to spend more money on equipment?”

Another great objection! Again, the merchant isn’t saying “no” to the service they just need more information on how it will work in their business.

CrossCheck’s various check programs are compatible with many of the terminals in the marketplace today. In most cases the merchant can process checks without purchasing any additional equipment. Merchants can approve checks on a P.O.S terminal (with or without a check reader), over the phone and over the Internet.

Merchant Set-up And Training

We value the hard work and effort you have put in to closing a merchant. We also recognize that your time is important and that's why we are uniquely equipped to quickly and efficiently assist in setting up the merchant's account.

Our philosophy as a company is to offer the most superior check guarantee service in the industry. The relationship you have developed will continue to exist between the merchant and CrossCheck's 24/7/365 Customer Service department. Shortly after signing, a Customer Service Representative will contact the merchant to answer any additional questions they may have and train them on how you use their check service. A "Welcome Aboard" letter is sent out confirming the service type, pricing and any additional service enhancements. A "merchant start-up kit" is also mailed, containing store signage, claims envelopes and other supplies that the merchant will need.

Should the merchant require a terminal download, our Technical department will be here to walk the merchant through that process. We will verify that the equipment is functioning properly and the merchant understands how to use their new check service.

Should the equipment need programming before being deployed to the merchant's location, simply call in and arrange that with the ISO Relations support staff. On occasion, CrossCheck will require certain pieces of terminal information contained on the EDC setup slip to complete the download.

Merchant Set-up And Training

STANDARD GUARANTEE

Application/Service Agreement

Please review the following instructions on how to properly complete the Agreement.

- **Face of the form:** Each section must be completed. If the question is not applicable, the merchant must indicate so by writing N/A. Missing information and incomplete forms will cause a delay in signing up the store.
- The selected Premium Service Options must be marked, with the appropriate rates and minimums noted.
- Bank Account information and a VOIDED check, must accompany the signed agreement. The bank routing number and account number must be filled in and must match the voided check.

Merchant Set-up

The following steps need to be completed when setting-up a new merchant with Standard Guarantee:

1. Complete the Application/Service Agreement and obtain a signature from the owner or an authorized officer.
2. Should you need assistance with pricing, call the Sales Support Department and give the Sales Support Representative the applicable information.
3. It is imperative that you leave the merchant copy of the Application/Service Agreement with the prospective merchant, and forward the other copies to CrossCheck. You must submit the Application/Service Agreement to the CrossCheck office as soon as possible. This will enable our 24-Hour Customer Service Department to contact our new merchant in a timely manner. Agreements can be faxed into CrossCheck at **(800) 211-8119**

If possible, when submitting Applications/Service Agreements, please staple a business card from your prospective merchant.

4. As soon as the merchant's application is approved, we will mail out the Merchant Start-Up Kit and Confirmation Letter. Introduce the check acceptance procedures to as many employees as possible and remind them if they have any questions, CrossCheck is available 24 hours a day, seven days a week, 365 days a year. Please inform the merchant that they cannot use our service until they have received a store number and Merchant Start-up Kit from CrossCheck and their equipment has been programmed.

Merchant Set-up And Training

Our philosophy is to offer the best check guarantee service in the industry. The relationship you have developed will continue to exist between the merchant and our 24-Hour Customer Service Department. Shortly after signing, a representative will contact the new merchant to answer any questions they may have. A Confirmation Letter is mailed to the merchant that verifies the Check Guarantee premiums accepted. We carefully monitor each account to ensure merchants are receiving the quality service they deserve.

Training the Merchant for Standard Guarantee

CrossCheck's 24-Hour Customer Service department will provide training on the service to your merchants. However, we find that many of our reps like to train their merchants in person. Following are important tips to remember when training your merchant:

- Don't just train the decision maker. Often times, this is not the person responsible for the day-to-day check activity. Get a list of names from the decision maker of all employees who touch the checks at their location(s). Let the decision maker know you will take care of all of the training for them.
- Train as many people at the location(s) as possible. The more people you train, the better chance you have of getting them to approve all of their checks. If they know what they're doing and are comfortable with the procedures, they will most likely approve more checks and get the benefit of our service.
- Cover the most important topics, but keep it simple. If you keep your training quick and concise, you can train more employees in the time allowed.
- While you train the merchant, it is a great time to remind them of the benefits of our guarantee service (increased sales, protection against check loss, ability to treat all of your customer's equally, etc.). Remind the merchant that they can eliminate the "guessing game" by running all of their checks through our system for authorization.

Key points to cover with the merchant:

Check Approval Basics

- The store number must be written on the check
- The date on the check must be the date it was written and approved
- The name and check number must be imprinted on the check
- The street address must be written on the check if not already imprinted, or if it's a Post Office Box
- The phone number must be written or be imprinted on the check
- The check-writer's valid ID must be written on the check
- The approval number must be written on the check

Acceptable Identification

1. Valid, Permanent, State-Issued Driver's License
2. Valid, Permanent, State-Issued Identification Card
3. Valid, Permanent, Canadian Driver's License

Merchant Set-up And Training

4. Military Identification Card (United States-Issued Identification Only)

Claim Submission

Dishonored checks (with an assigned CrossCheck approval number) must be submitted to CrossCheck within 30 days. Merchants must mail the check and any pertinent information (i.e., work order, invoice, etc.) in the pre-addressed envelope provided.

Claim Payment

Upon receipt, CrossCheck will process claims within (30) calendar days.

Payments from the Consumer to the Merchant

If a merchant receives payment from a customer/check writer on a dishonored check that has already been sent to CrossCheck for processing, we ask that the merchant contact us right away. We need to be notified in order to cease collection efforts, and avoid contacting the customer/check writer unnecessarily. Please explain to the merchant that accepting partial payment from a customer/check writer is discouraged and may void their claim for warranty.

Merchant Payment for A/R

CrossCheck will debit the merchant's designated bank account according to the terms and conditions stated in the service agreement. Payment will be considered delinquent if not successfully debited on the first attempt.

Merchant Start-Up Kit — Standard Guarantee

The CrossCheck Merchant Start-Up Kit includes the following supplies:

- Tip Card
- Window Sticker
- Register Sticker
- Checks Welcome Sign
- Claims Envelopes
- Consumer Inquiry Cards
- Test Check

Once a store number is issued, Customer Service will mail the start-up kit and Confirmation Letter to the merchant.

Merchant Set-up And Training

CHECK CONVERSION PLUS

Application/Service Agreement

Please review the following instructions on how to properly complete the Agreement.

- **Face of the form (Page 1) :** Each section must be completed. If the question is not applicable, the merchant must indicate so by writing N/A. Missing information and incomplete forms will cause a delay in signing up the store.
- All pricing must be marked, with the appropriate rates and minimums noted.
- **Back of the form (Page 5) :** The terms and conditions of the Application/Service Agreement are stated. The Owner/Principal must fill in bank account information and attach a VOIDED check. The bank routing number and account number must be filled in and must match the voided check. The agreement must be signed and dated by the Consumer/Principal and Owner.

Merchant Set-Up

The following steps need to be completed when setting-up a new merchant with Check Conversion Plus:

1. Complete the Application/Service Agreement and obtain a signature from the owner or principal.
2. Should you need assistance with pricing, call the Sales Support Department and give the Sales Support Representative the applicable information.
3. It is imperative that you leave the merchant copy of the Application/Service Agreement with the prospective merchant, and forward the other copies to CrossCheck. You must submit the Application/Service Agreement to the CrossCheck as soon as possible. This will enable our 24-Hour Customer Service Department to contact our new merchant in a timely manner. Agreements can be faxed into CrossCheck at **(800) 211-8119**.
If possible, when submitting Applications/Service Agreements, please staple a business card from your prospective merchant.
4. CrossCheck will mail out the Merchant Start-Up Kit and Confirmation Letter as soon as we receive the approved and processed Application/Service Agreement.

Introduce the check acceptance procedures to as many employees as possible and remind them that if they have any questions, CrossCheck is available 24 hours a day, 7 days a week, 365 days a year. Please inform the merchant that they cannot use our service until they have received a store number and Merchant Start-up Kit from CrossCheck and their equipment has been programmed.

Merchant Set-up And Training

Our philosophy is to offer the best check guarantee service in the industry. The relationship you have developed will continue to exist between the merchant and our 24-Hour Customer Service Department. Shortly after signing, a representative will contact the new merchant to answer any questions they may have. A Confirmation Letter is mailed to the merchant that verifies the service ordered. We carefully monitor each account to ensure merchants are receiving the quality service they deserve.

Merchant Start-Up Kit—Check Conversion Plus

- Tip Card
- Window Sticker
- Register Sticker
- Checks Welcome Sign
- Consumer Inquiry Cards
- Test Check
- Configuration Checks
- Void Stamp
- Splitter

Merchant Training for Check Conversion Plus with Imaging

CrossCheck's 24-Hour Customer Service department will provide training on the service to your merchants. However, we find that many of our reps like to train their merchants in person. Following are important tips to remember when training your merchant. Please note that every type of equipment is unique. Merchants should refer to the specific authorization tip cards and equipment card for exact instructions.

1. Check-paying consumers will fill out the check, sign it and present their check to the merchant.
2. Merchant will review and complete the check for the required information:
 - The Store Number must be written on the check
 - The date on the check must be the date it was written and approved
 - The name and check number must be imprinted on the check
 - First party or business checks only
 - The street address must be written on the check if not already imprinted, or if it's a Post Office Box
 - The phone number must be written or be imprinted on the check
 - Check must be filled out, payable to the merchant, and signed
 - Consumer's ID must be written on the checkAcceptable Identification:
 - Valid, Permanent, State-Issued Driver's License
 - Valid, Permanent, State-Issued Identification Card
 - Valid Military Identification Card (United States-Issued Identification Only)
3. The merchant will select the programmed Check key on the POS terminal. Merchants should refer to the specific authorization tip card and equipment card for exact instructions. When prompted, he/she will feed the consumer's check through the Check Imager.

Merchant Set-up And Training

4. The merchant scans the completed check through the check imager (required equipment) and will follow the prompts to enter identification and check amount.
5. The merchant will receive an approval or decline.
6. If the transaction is declined, the check will not be converted and it is up to the merchant to decide if the check will be accepted. Check guarantee will not apply and the check must be manually deposited should the merchant decide to accept it.
7. If the transaction is approved, the consumer signs the printed receipt authorizing the conversion from a paper check.
8. The merchant stamps "VOID" on the face of the paper check with the stamp provided by CrossCheck in their Merchant Start-up Kit and returns the check to the consumer.
9. The signed receipt must be stored by the merchant with any applicable paperwork.
10. At the end of each business day, the merchant must batch-out, which includes the transmission of the images to CrossCheck, according to the requirements specific to the equipment in use.
11. Merchants may view their transaction activity online at the CrossCheck website

Claim Submission

Should an item become a claim, the merchant will be notified by CrossCheck. Merchant may be requested to provide CrossCheck the supporting paperwork relative to a transaction, including invoices, receipts, work orders, buyer orders and credit applications.

Payments from the Customer to the Merchant

If a merchant receives payment from a customer/check writer on a dishonored check, we ask that the merchant contact us right away. We need to be notified in order to cease collection efforts, and avoid contacting the customer/check writer unnecessarily. Please explain to the merchant that accepting partial payment from a customer/check writer is discouraged and may void their claim for warranty.

Merchant Payment for A/R

CrossCheck will debit the merchant's designated bank account according to the terms and conditions stated in the service agreement. Payment will be considered delinquent if not successfully debited on the first attempt.

Prospecting

How effectively you manage your prospect list has a direct impact on how much money you can earn. So working the right contacts, the right way becomes particularly important.

Prospecting is an important part of the sales cycle, which includes planning, prospecting, meeting, recommending, and closing. Most salespeople avoid prospecting because of the fear of rejection. To overcome this fear, see prospecting as the way to make the sale. Prospecting is a goal of selling someone the idea of spending valuable time with you. There are three basic qualifications of a prospect:

- The need for service
- Authority to make decisions
- Most importantly, the ability to sign a check and the service agreement

Concentrating on CrossCheck's Target Market List is also an effective way to maximize the likelihood of closing sales and increasing your income.

Industry Organizations and Seminars

Industry organizations such as the Electronic Transaction Association and Regional Acquirers Associations sponsor sales seminars throughout the year, at various locations around the country, promoting the latest techniques for prospecting, time management and effective sales strategies. Some of the most effective tools for finding new clients can be new business lists, Civic Clubs, Chambers of Commerce, trade associations and referrals.

Cold Calls

This is a highly effective method of prospecting. Unannounced visits to your prospect's business have several advantages. You can evaluate their place of business and the sales presentation can be tailored to their needs.

Direct Mail

This has proven to be very successful in the payment service industry. Those who respond show an interest in your service and the sales cycle will be easier.

Telephone Prospecting

The person-to-person contact over the phone can quickly qualify or reject a prospect. You must identify yourself and your organization, increase interest in your service and sell an appointment based on a specific service that will help the prospect.

Prospecting

Fishing for Prospects

This method is a way of generating “new” prospects from old ones. Here are three ways of fishing for prospects:

- **Personnel** – A study indicated that positions are changing at a rate of 50% every six months. The person you spoke to last year might not be there. Call on old prospects and you might find someone who now has interest in your service.
- **Situations** – Over time, company needs, policies and procedures change, such as a recent increase in losses, a decline in sales, new management, or a rate increase from their current provider. The prospect might be more receptive to your service.
- **You** – You have changed since the last time you talked to an old prospect. You have gotten better at selling. Try to sell those accounts that might have slipped away in the past.

Mingling/Networking

Mingling and networking successfully come through confidence. This will lead to sales as you gain new prospects. Here are some planning strategies when you are going to an event or seminar:

- **Before the Event** – Find out who will be there or what type of people will be at the event. Do some research on the event and about the attendees.
- **During the Event** – Invest your time and energy together. Once you’ve made a new contact, start gathering information about them and take mental notes. When you’ve finished talking to your new contact, write your mental notes on their business card.
- **After the Event** – Have a plan in place to follow-up with your business card prospects by phone and a follow-up letter within two weeks of the event or seminar. This timeliness will ensure their memory of you is still fresh in mind.

Adapted from Good Selling, Paul H. Green

Sample Service Agreement - Premiums



Proposal # _____
 P.O. BOX 6008
 PETALUMA, CA 94955-6008

STANDARD GUARANTEE APPLICATION/SERVICE AGREEMENT

STORE NUMBER					

OFFICE	

REP. NO	

Premium Approval
 We will accept an even greater risk and approve checks most check guarantee companies shy away from. This feature alone will substantially increase the number of approvals you receive. In fact, we guarantee that our Premium Approval provides 50% fewer declines than our competition.

COD Premium
 We will guarantee your customers checks over the phone for COD orders. Your check is guaranteed, even before you ship the merchandise!

MAXIMUM APPROVAL LIMIT PER CHECK: _____	FLOOR PLAN APPROVAL LIMIT: _____	MONTHLY MINIMUM PAYMENT: _____
One-time Application Fee: \$295		
SERVICE TYPE	PREMIUM SERVICE OPTIONS:	
<input type="checkbox"/> STANDARD: 2.59%	<input type="checkbox"/> Premium Approval (2¢/transaction)	<input type="checkbox"/> COD Premium (2¢/transaction)
<input type="checkbox"/> PLUS SALES: 10%	<input type="checkbox"/> Multiple Check Premium (5¢/transaction)	<input type="checkbox"/> Partial Payment Premium (2¢/transaction)
	<input type="checkbox"/> Stop Payment Premium (5¢/transaction)	<input type="checkbox"/> Bank Fee Premium (15¢/transaction)

Stop Payment Premium
 This premium will protect you against stop payments. Checks returned due to stop payment are often the most difficult to collect on.

Bank Fee Premium
 We will reimburse the fee charged to a merchant by their bank for returned checks.

Multiple Check Premium
 This premium will dramatically increase your sales. You can accept 2-4 checks for a single purchase and deposit them over a 30 day period. Imagine the flexibility of payment you will be offering your customers, not to mention the advantage you will have over your competition.

Partial Payment Premium
 Offer your customers "combination" payments when a purchase cannot be paid in full with cash, check, or credit card.

THE PARTY EXECUTING THIS AGREEMENT HAS FULL FORCE AND AUTHORITY TO DO SO. (MUST ALSO ATTACH ORIGINAL VOIDED CHECK WHERE INDICATED). YOUR STORE(S) agrees to pay a \$25.00 service charge for any initial check or ACH debit which is not paid by YOUR STORE(S)' bank upon presentation and a \$35.00 charge for any subsequent dishonor. Should YOUR STORE(S) not select and authorize the Automatic Debit option, YOUR STORE(S) shall be invoiced for all services in Check Center's standard billing cycle; all payments for same shall be sent to Check Center, P.O. Box 6008, Petaluma, CA 94955-6008. YOUR STORE(S)' payment will be delinquent if not postmarked within ten (10) calendar days of the statement date. Check Center shall have, and YOUR STORE(S) acknowledges that Check Center has, the right to bill YOUR STORE(S) a 1.5% interest fee per month on any amount owed by YOUR STORE(S) to Check Center that becomes delinquent. Any discrepancies in billings must be brought to the attention of Check Center within ninety (90) calendar days of same. The failure by YOUR STORE(S) to so notify Check Center of these discrepancies within the prescribed timeframe shall result in the waiver of YOUR STORE(S)' right to subsequently claim an entitlement to the referenced billings.

SEE CONFIRMATION LETTER FOR DEFINITIONS OF SERVICES YOU HAVE SELECTED. YOUR STORE(S)' SIGNATURE VERIFIES ALL INFORMATION ON THIS APPLICATION AND REPRESENTS YOUR STORE(S)' EXPRESS CONSENT TO ALL TERMS AND CONDITIONS ON SUBSEQUENT PAGES, AND CONFIRMS YOUR OFFER TO ENTER INTO AN AGREEMENT.

By: _____ Date: _____
 Print Name: _____
 Title: _____

Bank Account and Routing Number: _____
 Name of Bank: _____
 (ATTACH VOIDED CHECK)

(CORPORATE OFFICE USE ONLY)
 CHECK CENTER'S ACCEPTANCE OF YOUR APPLICATION, TO INCLUDE ANY PREMIUMS, ACCEPTED BY AN OFFICER OF CHECK CENTER IN YOUR CONFIRMATION LETTER, FORMS THE ENTIRE AGREEMENT.
 By: _____ Date: _____
 Title: _____
 Venue: Sonoma County, California

Floor Plan Tip Card

CrossCheck also offers most merchants a Floor Plan. Checks under the Floor Plan limit may be automatically approved when entered online through the merchant support page.

TIP CARD – ONLINE FLOOR PLAN APPROVAL

Store #

To quickly and easily approve checks using our online floor plan, please access your merchant support page at www.cross-check.com. You may bookmark this site for future visits.

To Begin:

Enter your store number and PIN. (If you do not currently have a PIN, please call Customer Service at (800) 552-1900.) Click on **Online Floor Plan** menu option. A new page will appear. Click the **Create a New Floor Plan** button and the entry page will appear.

Entering the Checks:

Starting at the first available line, enter the exact check amount, date (MM/DD/YY) and check number. Please note the approval number on each check. Checks from the same day should be entered in order on this sheet up through line 50 or until all checks are entered. When complete, click on the **Verify Floor Plan** button.

Verifying the Entries:

After clicking on the **Verify Floor Plan** button, the Verify screen will appear. The screen will indicate the dollar amount of the checks you entered. Confirm the amount of each check and the total dollars to submit (enter in box). Use the **Print** button at the bottom of the page to print the page for your records.

CC-OFP (12/08)

Submitting the Floor Plan:

Once printing is complete, click on **Submit Floor Plan for Processing** to post your Floor Plan. You will then receive confirmation that your Floor Plan has posted.

- Please note Floor Plan checks must be entered at least weekly for approval to be valid.
- Check amounts must be under the Floor Plan limit. Please see your service agreement for terms and conditions.
- Additional checks from a customer on the same day must be authorized through our phone, terminal or internet approval process.
- For any questions, please call our 24/7 Customer Service department at (800) 552-1900.

This tip card is provided solely as a courtesy to YOUR STORE(s). Please refer to your Service Agreement and any applicable addenda for a complete list of requirements. All the terms and conditions of the Service Agreement, any applicable addenda and the Confirmation Letter apply.

For 24-Hour Customer Service
Call 1-800-552-1900
www.cross-check.com

SAY *Yes* TO CHECKS®



Internet Approval

Internet Approval allows merchants to approve checks online. To get an authorization, the merchant enters the State Code, ID Number, Dollar Amount and Check Number. This patent-pending program is another method a merchant can use to approve a check. Check authorization takes only seconds.

CrossCHECK SAY *Yes* TO CHECKS®

Merchant Support

- Change Your Pin
- Information About You
- Pay Your Bill
- Approve A Check
- MICR Scan Conversion Plus
- COD Transaction
- Online Floor Plan
- Log Off

Single Check

1. Identification

What is the **state code**? **Examples** CA

What is the **ID number**? N1234567

- Do not enter any dashes or spaces for ID -

2. Check Information

What is the **dollar amount**? 1,607.45

What is the **check number**? 4508

3. Get Authorization

COPYRIGHT © 1997-2006, CROSSCHECK, INC.

Merchants can log into CrossCheck's Merchant Check Center using a test store. Once logged in, the merchant can walk through the process of approving checks using the internet.

CROSSCHECK INC. https

WELCOME TO THE CROSSCHECK MERCHANT CHECK CENTER

STANDARD NUMBER: PIN:

Standard CrossCheck	Test Store Number: 28326	PIN: test
CrossCheck ECC	Test Store Number: 90593	PIN: test

Once a merchant is signed up, a store number will be assigned and their pin will be "new + (sum of the store number)". Store number 123456 will have a pin: new21. Once logged in the merchant will have complete access to their account.

Tip Card

The Tip Card is sent out to the merchant in the Merchant Kit and is designed to help the merchant through the approval process. The Tip Card shows what information is needed on a check, has state codes, authorization instructions, and Customer Service contact information.

TIP CARD

Store #

Please make sure the following information is on all checks:

Name
Name Imprinted
12 Willow Street
Delaware, CA 94206

Physical Address

Telephone Number
707-655-4242

Store Number
1234567890

State of Issuance
#00000000

Customer ID Number
1234

Approval Number
Date: 3-1-2005

Canadian Province Codes

Alberta	AB 72	Nunavut	NU 19
British Columbia	BC 74	Ontario	OT 85
Manitoba	MB 63	Prince Ed. Island	PE 31
New Brunswick	NB 63	Quebec	QB 68
Newfoundland	NF 29	Saskatchewan	SK 64
Northwest Territories	NT 77	Yukon Territory	YT 87
Nova Scotia	NS 30		

US Territory Codes

American Samoa	AS 95
Commonwealth of Northern Mariana Islands	FM 11
Federated States of Micronesia	GU 91
Guam	GU 91
Johnston Atoll	JA 17
Midway Island	MY 14
Navassa	NA 15
Palau	PL 16
Puerto Rico	PR 20
Republic of the Marshall Islands	MH 13
Virgin Islands	VI 93
Wake Island	WK 18

Terminal Authorization:

- To begin, press the Check key.
- Follow the prompts.

Phone Authorization:

- Call 1-800-654-1200.
- Follow the prompts.


For phone and terminal authorization, please enter the appropriate alpha or numeric code when prompted:

State and Numeric Codes

AK 24	DC 32	IL 45	ME 51	ND 48	OH 60	TN 88	WV 98
AL 23	DE 33	IN 46	MI 78	NE 76	OK 38	TX 89	WY 99
AR 27	FL 35	KS 57	MN 54	NH 84	OR 79	UT 37	
AZ 21	GA 41	KY 59	MO 75	NJ 71	PA 81	VA 82	MP 55
CA 22	HI 44	LA 52	MS 40	NM 36	RI 50	VT 53	PH 66
CO 25	IA 47	MA 34	MT 39	NV 70	SC 49	WA 92	MP=Military ID
CT 28	ID 43	MD 58	NC 56	NY 89	SD 73	WI 84	PH=Business

For 24-Hour Customer Service
Call 1-800-552-1900
www.cross-check.com

SAY *Yes* TO CHECKS®



CC032(07/05)

Merchant Kit

- Floor Plan Tip Card
- Claims Processing Envelopes
- Authorization for Pre-Authorized Payments
- “Checks Welcome” Stickers & Cards
- Decline Business Card
- State Code Sticker
- Authorization Tip Card

Minimum Fact Finding

“Please answer the following questions so that we may prepare a customized solution for your business....”

Average Monthly Check Volume: \$ _____

Average Monthly Check Losses: \$ _____

Average Number of Check Transactions Per Month: _____

Average Check Size: _____

Number of Locations: _____

Bank fee for Returned Checks: _____

Name of Current Service (if using one): _____

Competitor Statement (Rates / Declines), etc: _____

Processing Equipment / Internet Access (Terminal, Model #, etc.): _____

1.	Volume	Rate		Total
	\$ _____	X _____	=	\$ _____
A.	Line 1 Total	Monthly Min		
	\$ _____	OR \$ _____	=	\$ _____
		(greater of the two)		
B.	Transaction fee	Transactions		
	\$ _____	X # _____	=	+ \$ _____
C.	Subscription fee			+ \$ <u>15.00</u>
D.	Sum of totals from lines A,B&C=Revenue/Bill =			\$ _____
Volume	-Aggregate Dollar amount of all checks processed by a merchant.			
Rate	-Percentage assigned to merchant that dictates pricing for services rendered.			
Monthly Min	-Lowest possible amount a merchant will be charged for any month's usage.			

Actual Gross Loss		
_____	/	_____ = _____
<i>(monthly loss)</i>		<i>(monthly volume) (actual)</i>

Monthly Minimum		
_____	/	_____ = _____
<i>(monthly min.)</i>		<i>(prop. rate)</i>

Sales Support & Customer Service

CrossCheck values the hard work and effort needed to be a successful sales professional. It is because of this fact that CrossCheck offers a dedicated Sales Support staff to help you close each and every sale.

Each member of our Sales Support team can help you with:

- Written proposals
- Pricing merchant accounts
- Sales supplies
- Product knowledge
- Commission questions

The ISO Relations Sales Support Team is available from 6:00 AM (PST) to 5:00 PM (PST) Monday through Friday.

Phone: (800) 654-2365

Fax: (800) 637-1884

Customer Service is available to assist our merchants 24/7/365. There is no charge for customer service calls.

