

TOP SIX TIPS FOR A PROFITABLE MERCHANT PROGRAM

When you work together with your Worldpay from FIS account executive, the results are powerful. By following these six tips, we can build a more profitable merchant services program.

1 Embrace a relationship-driven sales culture.

Relationship banking is our most important mission, allowing us to grow market share and deepen our combined share of wallet. That's why, at Worldpay, we make sure our talented sales personnel are aligned to your organization and your sales objectives.

2 Gain top-down support for merchant services.

Of course, you and your Worldpay account executive are enthusiastic about merchant services. But to ensure success, top executives at your institution must support and promote the Worldpay partnership. You can enable this by engaging top executives and procuring inter-office memos supporting our initiatives during onboarding and throughout our relationship.

3 Use training materials to your advantage.

You can rely on your Worldpay account executive to provide print and online training materials specifically for your sales team. They'll even facilitate consistent meetings to make sure the team is prepared and knowledgeable. Worldpay has an extensive library of sales materials to support a wide variety of verticals and merchant services product offerings, so you always have information at hand.

4 Work together to enhance cross sale opportunities.

As our partner, you can insist on consistent referral activity. Rely on your Worldpay account executive to provide you with business-building status reports, and to identify opportunities to cross sell other merchant services to expand our portfolios together. Focus on the right clients and accept feedback to enhance collaboration opportunities.

5 When joint calling, lead with merchant services.

Looking for hot buttons that can help engage commercial prospects and turn them into customers? Leverage merchant services as a conversation starter – then use it to uncover specific pain points and opportunities.

6 Make data accuracy a priority for referrals.

Many new business opportunities simply slip through the cracks due to inaccurate, careless reporting processes. Work together with your Worldpay account executive to solidify reporting processes and optimize lead conversion.

Expect more growth

Let's talk about merchant services. Contact your Strategic Account Relationship Manager to learn more.