

VERIFONE UPGRADE PROGRAM

SALES SCRIPT

OVERVIEW

Millions of payment devices worldwide are as much as a decade old. These devices rely on technology that's two, three or more generations in the past. They're not only outdated, they soon will be out of compliance.

This presents a significant risk for you and your merchants of a data breach that could result in damage to the merchant's business and your reputation.

But it also presents an extraordinary opportunity. Now's the time for you to upgrade your merchants to quality Verifone devices with the latest security that fully comply with all current mandates and offer many new features and capabilities.

TALKING POINTS FOR MERCHANTS

DON'T WAIT FOR MANDATES

- If you're still getting by with payment devices that are years old and will soon be out of compliance with PCI security mandates or industry standards, you're putting your business at risk.
- Long-talked-about mandates are fast approaching. EMV liability shifts are coming in the U.S. There are new Visa requirements in Europe and elsewhere.
- The POS remains an attractive target for cybercriminals to steal sensitive cardholder data.
- A major breach can potentially cost you thousands of dollars and damage your brand for years to come.
- Waiting until the last moment could significantly disrupt your business and expose you to greater liability if the switch isn't completed in time.

OVERCOMING OBJECTIONS

My payment devices are still working. I'm happy with what I have.

If your devices rely on PCI 1.3 security standards or don't comply with the latest EMV or other mandates, you'll have to do something. It's an ideal opportunity for you to upgrade to the latest technology and save yourself the headache later.

BOOST VALUE AND PERFORMANCE

- Face-to-face interactions are precious in our online world. New terminals help you maximize each interaction and engage more effectively with your customers.

- Verifone devices let you accept an array of new payments and support profitable, value-added applications such as loyalty and gift cards.
- New payment devices optimize usability with a compact ergonomic design, featuring a full range of connectivity options and longer-life components.
- The newest devices have exceptionally fast processors for high performance that speeds customers through checkout, increasing customer satisfaction.

OVERCOMING OBJECTIONS

I don't need a new terminal. It does everything I want now.

What are you going to do when customers ask to pay with their phone or redeem an electronic coupon? Don't wait for business to walk out the door before upgrading.

COUNT ON YOUR INVESTMENT

- Older devices are much less reliable and cost a lot to maintain. Customers don't like to be inconvenienced when your payment devices are down.
- While older devices have fewer features and capabilities, they still add to the difficulty of managing your devices storewide by increasing complexity.
- Your investment in the current generation of Verifone devices will pay you back in reliable operation and compliance with industry standards for years to come.

OVERCOMING OBJECTIONS

I can't afford new devices.

You can't afford not to invest in new devices. Depending upon which devices you have, you may be required to upgrade. And the investment will provide returns by performing well into the future – plus offer access to a host of today's payment options for your customers.

CONCLUSION

There's never been a better time for your merchants to upgrade to one of Verifone's secure and compliant payment terminals. With global mandates forcing merchants to do something to be in compliance, you can respond to your customers' needs and drive important new revenue into your business at the same time.

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