

PROGRAM OVERVIEW • PILOT LAUNCH

Agent & ISO Pilot Program

Stop competing on rate. Lead with a free product merchants actually want.

5

ADDITIONAL DEALS PER MONTH

Limited

PILOT SPOTS AVAILABLE

Free

SIGNAL BOOST + TERMINAL OFFER

Prepared for payment processing agents, ISOs and referral partners selling into restaurants, retail, salons, gyms and neighborhood venues.

[READ THE OVERVIEW](#) →

01 · THE AGENT PROBLEM

Rate-cutting is a race to the bottom.

Direct B2B payment processing sales is delivering diminishing returns. Every merchant has already been pitched by a dozen reps this quarter, every pitch sounds the same, and the only lever left is shaving basis points off a rate you already had to fight for.

The PayDivy Connected Venues Pilot changes the first sentence out of your mouth. Instead of asking for a statement, you open with a **free** program that fixes something every merchant complains about — weak cellphone signal and slow transactions — and pays them back in marketing reach. Processing becomes the second conversation, not the cold open.

THE SHIFT

From “can I see your statement?” to “how is your cellphone signal holding up?”

Cost to merchant	\$0
Cost to agent	\$0
Lead-in product	Free
Time to live	4 weeks

Different opener

Nobody else is leading with connectivity

Substantive meeting

A real operational problem, not a rate quote

Foot in the door

Free product first, processing second

Free terminal upgrade

Qualified merchants get modern hardware

Upsell path

POS, handhelds, kiosks and more

Carrier funded

Carriers pay for the deployment, not the merchant

Pilot spots are limited and reviewed on a rolling basis.

APPLY FOR A SPOT →

02 · WHAT THE PILOT PROGRAM IS

Connected Venues as your prospecting engine.

This is a newly launched pilot that lets payment processing sales reps use the PayDivy **Connected Venues** program as the way into an account. Carriers compensate PayDivy for deploying in-venue wireless infrastructure, so the merchant receives the entire stack at zero cost — and you receive a reason to be in the room that has nothing to do with rate.

You are no longer the eleventh processing rep of the month. You are the person who showed up with free connectivity, free in-venue marketing, and the potential for a free terminal upgrade. Merchant services follows the value, instead of leading with a discount.

BOTTOM LINE

Deliver value first. Win the processing on relationship, not on price.

WHAT THE MERCHANT GETS

- ▶ Carrier-funded in-venue signal boost — \$0 setup, \$0 monthly
- ▶ Stronger signal means guests actually post, tag and check in on-premise
- ▶ Google Business Profile lift from verified on-premise sessions
- ▶ Fewer dead zones and dropped payments across the venue
- ▶ Tap-to-Pay that transacts on the first try
- ▶ Complimentary smart terminal for qualifying merchants

WHAT THE AGENT GETS

- ▶ A free product to open with instead of a rate sheet
- ▶ A differentiated, consultative first meeting
- ▶ Residuals on merchant processing you convert
- ▶ Additional upsell commissions on POS and hardware
- ▶ Direct access to the PayDivy solutioning team

03 · HOW THE PROGRAM WORKS

Lead with the signal conversation.

Instead of marketing payment processing, you open a conversation about how the business is handling connectivity — dead zones, weak cellphone signal, order pads dropping, card readers timing out mid-transaction. Then you show them what activates when the carrier-funded signal boost goes in.

Signal that gets them posting

When guests actually have the signal to use their phones in-venue, they check in on Facebook and tag the business on Instagram in real time. Every check-in is reach the merchant never paid for.

Google Business Profile lift

Verified on-premise sessions and post-visit review prompts feed the signals Google uses to rank Map Pack position — more reviews, more photos, higher local ranking.

Signal boost + Tap-to-Pay

Carrier-funded signal coverage strengthens every dead zone in the venue, so POS, KDS and order pads stay connected, and contactless EMV, Apple Pay, Google Pay and QR all transact reliably on the first try.



IN THE WILD

“We picked up 40 new tags in the first week — never paid for a boost.”
— Boutique owner, pilot venue

THE DEAL PATH

- Step 1 Signal conversation**
Qualify the venue and its signal and transaction pain.
- Step 2 Site assessment**
Our team scopes the deployment with you.
- Step 3 Free activation**
Connected Venues goes live at zero cost to the merchant.
- Step 4 Processing + hardware**
Statement audit, free terminal, POS upsell.

3–8×

CHECK-IN LIFT

↑ Reviews

POST-VISIT

Map Pack

RANKING BOOST

04 · THE MERCHANT OFFER

Free program in. Free terminal close.



Most merchants are running terminals **two to four generations behind**. PayDivy Merchant Services ships a free smart terminal to qualifying merchants who let us audit their processing — a natural second step after Connected Venues is live.

- | | |
|---------------------|--------------------|
| ✓ Touchscreen | ✓ Cellular + LTE |
| ✓ Tap / Dip / Swipe | ✓ QR-native |
| ✓ Tip prompts | ✓ Digital receipts |

STEP 1

30-min processing audit

Benchmark the statement against wholesale interchange.

STEP 2

Terminal provisioned

Qualified merchants get modern hardware, ready to use.

STEP 3

Keep the savings

Re-audited at every renewal cycle.

The processing audit is a complement to Connected Venues — never a requirement for the merchant to activate.

Limited spots. Motivated agents only.

This is a newly launched pilot for agents and ISOs. Spots are limited, and we are only accepting qualified agents who are motivated to close at minimum of 5 additional deals per month through the program.

YOU'RE A FIT IF

- ▶ You can close at minimum of 5 additional deals per month
- ▶ You are actively selling into restaurants, retail and service venues
- ▶ You want upsell commissions on POS, hardware and connectivity
- ▶ You are willing to be trained and certified before you pitch
- ▶ You'll give real market feedback during the pilot window

NOT A FIT IF

- ▶ You want to register leads and stay out of the process
- ▶ Volume is occasional or opportunistic
- ▶ You'd rather keep leading with rate
- ▶ You can't attend training and certification

5

ADDITIONAL DEALS / MONTH

Limited

PILOT SEATS

Rolling

APPLICATION REVIEW

Upsell

ADDITIONAL COMMISSIONS

06 · WHAT PARTICIPATION ENTAILS

Sign up. Get trained. Get certified.

01

Sign up as an ISO

Complete the ISO / agent agreement and onboarding paperwork so deals, residuals and upsell commissions are registered to you from day one.

02

Complete detailed training

Structured training on the Connected Venues program: the carrier-funded model, the signal conversation, qualifying a venue, the free terminal path and the POS upsell.

03

Earn your certificate

Pass certification on the Connected Venues program before you go to market, so every merchant conversation is accurate and consistent.

What training covers

- ▶ How Connected Venues is funded and why it's free to the merchant
- ▶ Opening the signal conversation and qualifying the venue
- ▶ Site assessment inputs our team needs from you
- ▶ Positioning the free terminal upgrade and processing audit
- ▶ POS and handheld upsell motions
- ▶ Compliance, expectations and what not to promise

CERTIFICATION

Certified Connected Venues Agent

Certification is required before you present the program to merchants. It gives you a credential to lead with, and gives our team confidence the program is being represented correctly in the field.

START ONBOARDING →

This is a pilot — you help shape it.

Touch base regularly

Stay in a regular cadence with the PayDivy team. Report what's landing, what's stalling and what merchants are pushing back on.

Validate market fit

You're on the front line. We expect honest feedback on whether the solution is meeting real market needs and where it needs to flex.

Solution with our team

Interface with our team to scope and solution each Connected Venues deployment — venue layout, coverage, install requirements.

Implement the free terminal

Drive the processing audit and free terminal placement through to installation, not just to signature.

Hold the volume commitment

Close at minimum of 5 additional deals per month to keep your pilot seat active.

Represent the program accurately

Use approved materials and certified talk tracks. No off-script promises on cost, timing or carrier funding.

In exchange: direct access to our solutioning team, and first position on a program nobody else is selling yet.

APPLY FOR A SPOT →

08 · BEYOND FREE TERMINAL PLACEMENT

We also do full POS system installs.

Free terminal placement is the entry point — not the ceiling. PayDivy POS is a processor-agnostic cloud platform running on iOS and Android, with real-time sync between front of house, back office and online. When a merchant needs more than a countertop terminal, you have a full system to sell.

Omni-channel platform
In-store, online, mobile and kiosk orders in one catalog.

Real-time reporting
Live sales, labor and product mix from any device.

Payment agnostic
Keep the processor or take ours — your pricing program.

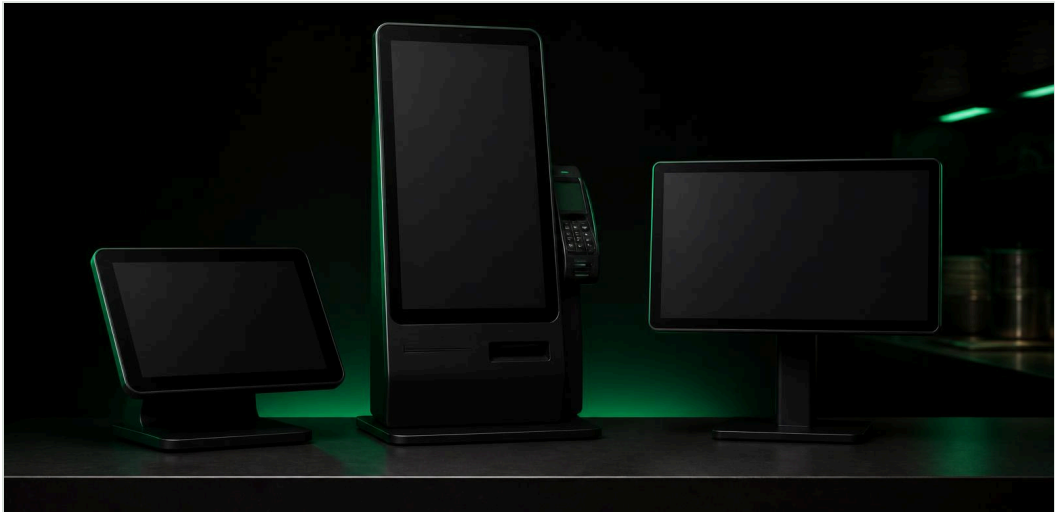
Inventory management
Counts, vendors and low-stock alerts that update themselves.

Gift cards & loyalty
Physical and digital gift cards, points and rewards.

Coupon management
Promotions, discounts and happy-hour rules by daypart.

Customer management
Profiles, history and loyalty tied to every ticket.

Email & text receipts
Digital receipts that capture customer contact data.



KIOSK
Self-ordering — higher tickets, shorter lines.

KDS
Kitchen display — routed tickets, timed courses.

CDS
Customer display — order clarity and tip prompts.

Restaurants

Full service, quick service, bars, cafés, food trucks, delis and bagel shops.

- ▶ Table & floor management, coursing and seat-level ordering
- ▶ Bar tabs and pre-auth, waitlist and reservations
- ▶ Tableside ordering & payment
- ▶ Online ordering & delivery

Retail

Boutiques, mini markets, liquor, CBD, smoke and vape stores.

- ▶ UPC-based item tracking with weight, length and size variants
- ▶ Vendor purchase orders and live multi-location stock counts
- ▶ Age verification and restricted-category rules
- ▶ Connected web store on one catalog and one inventory
- ▶ Digital signage driven by the live catalog

09 · THE POS INSTALL OFFER

Free handheld device with every POS install.

When a merchant moves forward with a full PayDivy POS install, we include a **free PayDivy Lite handheld** — tableside ordering and payment that keeps servers on the floor and turns tables faster. It is the single easiest upgrade to sell after Connected Venues is live.

AGENT TALK TRACK

“Your cellphone signal is handled and it cost you nothing. Now let’s talk about what that boost makes possible at the table.”

✓ Handheld ordering

✓ Pay at the table

✓ Tap / Dip / Swipe

✓ QR & wallet

✓ Tip prompts

✓ Digital receipts



YOUR COMMISSION LADDER

Connected Venues activation	Door opener — free to merchant
Merchant processing	Residual income
Free terminal placement	Qualified merchants
Full POS install	Upsell commission
Handheld + peripherals	Free handheld included with POS

Accept everything

Credit, debit, EBT and gift on your pricing program.

Manage on device

Refunds, voids and catalog changes right at the terminal.

24/7 support

Flexible terms, no hidden fees, real support coverage.

Claim a pilot seat.

Week 1 **Apply & agreement**
Submit interest, complete ISO / agent paperwork.

Week 2 **Training & certification**
Connected Venues program training and certificate.

Week 3 **First venue assessments**
Work your pipeline with our solutioning team.

Week 4+ **Activations & upsells**
Free activations live, terminals and POS in motion.

PROGRAM SUMMARY

Program	Connected Venues Pilot
Audience	Agents, ISOs & partners
Minimum volume	5 additional deals / month
Onboarding	ISO signup + certification
Merchant cost	\$0
Seats	Limited

REQUEST YOUR SEAT →

partners@paydivy.com