

The background of the cover is a photograph of a smiling woman and man in aprons standing in front of a window. The woman is in the foreground with her arms crossed, and the man is behind her. The image has a dark blue overlay.

# Employee Handbook



# Table of Contents

Introduction	1
Services	2
Products	4
Process	7
Job Highlights	9
Sales Commission Structure	10
Agent Bonuses	11
Support	12



# Introduction

## Transparency, Accessibility, and Unparalleled Value

At TruePay, our mission is to revolutionize the landscape of merchant payment services. Founded in 2011 out of a genuine frustration with the unpredictable and burdensome fees associated with credit card and debit card transactions for small and medium-sized businesses, we embarked on a journey to reshape how companies manage their payments. Drawing upon our background in the financial world, we are dedicated to addressing the unique needs of small and medium enterprises, empowering them with every opportunity to thrive.

Our commitment to excellence led us to create TruePay—a company that stands firmly on transparency, accessibility, and unparalleled value. Our ultimate goal is to champion the aspirations of business owners by providing them with a dependable partner who understands their challenges and works tirelessly to assist them.



**Jonathan Wilson**  
CEO

**Shane Spears**  
Operations Director



## Our Approach is Rooted in Delivering Tangible Results

With TruePay, business owners access a suite of services designed to optimize their payment experiences. Our approach is rooted in delivering tangible results: we offer unbeatable rates, harmonizing the world of merchant services with the diverse demands of our clientele. Through strategic partnerships with leading payment merchant brands, we equip our customers with top-of-the-line equipment, ensuring their transactions are seamless, secure, and efficient.

What truly sets TruePay apart is our unswerving dedication to customer service. We recognize that behind every business is a visionary entrepreneur, and we believe these visionaries deserve unwavering support. Our CEO is not just a figurehead; he advocates for business owners who are readily accessible and available to assist whenever needed. TruePay's commitment to fostering genuine relationships with our clients forms the bedrock of our identity.



# Services

## DUAL PRICING PROGRAM



### How Dual Pricing Benefits You:

1. **Cash Price (Member's Rate):** A lower price for cash payments, saving you from high credit card fees.
2. **Credit Price (Non-Member's Rate):** A slightly higher price that includes the cost of credit card processing.

### Why Choose Dual Pricing?

- **Save Money:** You pay less in credit card fees, keeping more profit.
- **Fair Pricing:** Customers see the difference in pricing based on payment method and appreciate the transparency.
- **Boost Cash Sales:** Encourages more customers to pay in cash, speeding up your cash flow.



## MEMBERSHIP PROGRAM

### TruePay Membership Program

Membership does have its advantages, as a TruePay member you will receive the lowest cost available to process credit and debit cards.



**TruePay**

**99.95**<sub>/mo</sub>

- ✓ .1% Markup Above Cost
- ✓ 10c Per Transaction
- ✓ Monthly Sales Above 15K
- ✓ One Flat Monthly Rate
- ✓ Month to Month Billing
- ✓ TrueTech Licensing Fee Included
- ✓ Terminal Included



**TrueStart**

**49.95**<sub>/mo</sub>

- ✓ .1% Markup Above Cost
- ✓ 10c Per Transaction
- ✓ Monthly Sales Below 15K
- ✓ One Flat Monthly Rate
- ✓ Month to Month Billing
- ✓ TrueTech Licensing Fee Included
- ✓ Terminal Included



# Products



## Mobile Bytes

- Build in Payments
- Cloud Managed
- Reliable Devices
- Feature Rich
- Additional Screen Option



## CLOVER

Mini

Duo

Flex

- Manage in real time
- Future-proof of Payments
- Business Online



## SkyTab

POS System

Mobile

Glass

- Ironclad Security
- Best-In-Class Service
- More Profits
- Labor management



## Paradise POS

- Offline Mode
- Payroll
- iOS Based
- Inventory Management
- Scanner Option

# Point Of Sale

## CLOVER FLEX



## CLOVER DUO



## SkyTab Mobile



## SkyTab Glass



# Payment Terminals

## Valor 110



## Valor 500



## Valor Pay APP



## Valor Pay APP



## VALOR

### Valor 100

### Valor 110

### Valor 500

### Valor Pay APP

### RCKT Mobile POS

- GPRS
- WiFi/ Ethernet
- Large Scale Touch Screen
- Signature Capture

## Dejavoo QD4

- Ethernet & WiFi
- Internal PIN Pad
- Lightning fast
- Large touch screen



## Clover Flex

- Flexibility
- Built-in Camera/ Scanner
- 5-inch Touch Screen
- Signature Capture



## TruePay Terminal

The terminal comes preprogrammed with the TruePay software

## Connect With WIFI

Self discovering allows you to easily connect to your WIFI router

## 24/7 Support

You don't have a 9-5 business, that's why we offer 24/7 customer support

## Tap To Pay Ready

Wow your customers with payments via Apple Pay, Google Wallet, etc.

## Connect On The Go

The Mobile Version is GPRS Capable

## EMV & NFC Compliant

EMV and NFC Contactless



# Mobile/ E-Commerce

## Why Choose TruePay and Authorize.net?

- 1. Secure Payments:** Rest easy knowing your customers' data is protected with industry-leading security measures.
- 2. Effortless Integration:** Seamlessly integrate Authorize.net into your website or e-commerce platform, making transactions a breeze.
- 3. Global Reach:** Expand your reach and accept payments from customers worldwide, effortlessly.
- 4. Reliable Support:** TruePay offers dedicated support to ensure your payment processing runs smoothly.

**Getting Started Is Simple:** Getting started with TruePay and Authorize.net is as easy as 1-2-3:

- 1. Contact Us:** Reach out to TruePay today to discuss your e-commerce needs.
- 2. Tailored Solutions:** Our experts will work with you to tailor a payment solution that suits your business perfectly.
- 3. Start Selling:** Start accepting payments online quickly and efficiently, and watch your business grow.

Don't miss out on the countless opportunities that await your e-commerce business. Take the first step towards success by contacting TruePay now. We're here to empower your online business journey and ensure you enjoy a hassle-free, secure, and profitable e-commerce experience. Get in touch today!



## Script

### INTRO:

Hi is the owner in? **(If decision maker isn't in, get name & best time to return)**

My name is \_\_\_, we're out here helping clients around the area and I wanted to show you what we do! If you're not interested kick me out, it won't hurt my feelings... Do you have a few minutes?

### BLAST:

Great! Here is what we do: **(pull out TRUEPAY statement book and show examples of savings first! Build Rapport!!!)** I handle this area, and the statements I just showed you are actual clients of ours! **(Name drop other businesses in the area working with TRUEPAY or that are on Duel Pricing)**

### PRESENTATION:

Let me explain, with TRUEPAY we offer two options for accepting cards, either of which will clearly save you money!

#### OPTION 1:

Our Dual Pricing Program **(preferred by most due 2 savings)** gives your customers the option to pay with cash or card. Just to give you an example, say this **(whatever)** is \$10, with our Dual Pricing machine the item will ring up as \$10.40. If the customer pays with cc/d card they pay this price. If the customer pays with cash, the price remains \$10. Either way you get your entire \$10, and you don't lose 3 to 4% when a card is used! **(PAUSE)** The machine does all the work and you continue business as usual... **(Give examples of savings Year 1, up to 4 years, get feedback and overcome objections)**

#### OPTION 2 :

Our Membership Program, as a TRUEPAY member, you'll receive the lowest cost available to process cards which is 0.5% above cost and \$.10 per transaction. **(\*\$99.95 mo. Membership Fee if volume is over \$15k per mo., \*\$49.95 per mo. if volume is lower than \$15k per mo.)**

### CLOSE:

Do you understand how both the programs work? **(brief them again if necessary!)** Don't you agree that either program would be better than what you have now? Which program do you feel would work best for your business at this time? **(Duel Pricing OR Membership)**

Ok Great! This isn't some high pressure sales attempt either. We're simply speaking with all businesses in this area and getting you guys set up on one program or the other because it just makes sense, wouldn't you agree?

What I'd like to do is schedule a time next week to come back by and get you started. That gives you some time to think about it and do some research on TRUEPAY so you can see who your doing business with. What time next week works for you?

**AT ANY TIME DURING YOUR PRESENTATION CONTACT SUPPORT FOR ASSISTANCE w SALE!**  
888-792-0284 (use sales prompt)



## Example Application Form:



The image shows a 'TruePay Pre-Application Business Survey' form. At the top, the TruePay logo is displayed, along with the phone number 888-792-0284 and the website www.gotruepay.com. The form is divided into four main sections: Business Information, Owner, Business Profile, and Program and Equipment. Each section contains various fields for data entry, such as DBA Name, Full DBA Address, DBA Phone #, Business Email Address, Legal Name, Full Legal Address, Business Type, Business Start Date, EIN, Send Mail To, First Name, Last Name, % Ownership, Full Home Address, Alt. Phone #, DOB, SSN, Monthly Credit Card Sales Volume, Avg. Trans., High Trans., % Card Present Swiped, % Card Present Not Swiped, % MOTO, % Internet, Seasonal, YES/NO, Months, Bus. Start Date, Connect Type, IP, Wi-Fi, GPRS, Dial, Program Type, CD, ZM, Program Mo. Fee, SVC Fee %, Terminal/POS Type, Qty, EBT (\$12/trans.), YES/NO, FNSR, Auto Batch, YES/NO, Time, Time Zone, NDI, YES/NO, Tip, Tip Prompt, Tip Line on Receipt, Server ID, YES/NO, and a \$99.95 Annual Fee (charged 45 days after account approval). The form also includes a NOTES field and a Date field. At the bottom, the text 'Truly Good Business Services' and 'TruePay LLC | 888-792-0284 | www.gotruepay.com' are visible.

**TruePay**  
888-792-0284  
www.gotruepay.com

**Pre-Application Business Survey**

Business Information

DBA Name: \_\_\_\_\_  
Full DBA Address: \_\_\_\_\_  
DBA Phone #: \_\_\_\_\_ Business Email Address: \_\_\_\_\_  
Legal Name: \_\_\_\_\_  
Full Legal Address: \_\_\_\_\_  
Business Type: Sole Prop. LLC Corp. 501C Other: \_\_\_\_\_ Products/Services Sold: \_\_\_\_\_  
Business Start Date: \_\_\_\_\_ EIN: \_\_\_\_\_ Send Mail To: DBA Address Legal Address

Owner

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ % Ownership: \_\_\_\_\_  
Full Home Address: \_\_\_\_\_  
Alt. Phone #: \_\_\_\_\_ DOB: \_\_\_\_\_ SSN: \_\_\_\_\_

Business Profile

Monthly Credit Card Sales Volume: \_\_\_\_\_ Avg. Trans.: \_\_\_\_\_ High Trans.: \_\_\_\_\_  
% Card Present Swiped: \_\_\_\_\_ % Card Present Not Swiped: \_\_\_\_\_ % MOTO: \_\_\_\_\_ % Internet: \_\_\_\_\_  
Seasonal: YES NO Months: \_\_\_\_\_ Bus. Start Date: \_\_\_\_\_ Connect Type: IP Wi-Fi GPRS Dial

Program and Equipment

Program Type: CD ZM Program Mo. Fee: \_\_\_\_\_ SVC Fee %: \_\_\_\_\_  
Terminal/POS Type: \_\_\_\_\_ Qty: \_\_\_\_\_  
EBT (\$12/trans.): YES NO FNSR: \_\_\_\_\_  
Auto Batch: YES NO Time: \_\_\_\_\_ Time Zone: \_\_\_\_\_  
NDI: YES NO  
Tip: Tip Prompt Tip Line on Receipt  
Server ID: YES NO  
\*\$99.95 Annual Fee (charged 45 days after account approval)  
NOTES: \_\_\_\_\_ Date: \_\_\_\_\_

Truly Good Business Services TruePay LLC | 888-792-0284 | www.gotruepay.com

## Underwriting Needs

### 1. Underwriting Needs:

- Completed application form
- Recent bank statements (last 3 months)
- Financial statements
- Business license
- Identification documents of the business owner(s)

### 2. Review Process:

- Initial review by underwriting team
- Risk assessment and credit check
- Verification of provided information

### 3. Approval:

- Notify the business of approval status
- Provide next steps for onboarding and implementation

A photograph of three people in a meeting. A woman with blonde hair, wearing a red blazer, is pointing at a laptop screen. Two men, one with dark hair and a beard and another with curly hair, are looking at the screen. They are sitting at a table with glasses of water. The background is a brick wall with a large arched window.

# Job highlights

## Qualifications

- Exceptional negotiating, interpersonal, presentation, persuasion, and communication skills
  - Team-focused, organized, self-starter with an orientation towards service, detail, problem-solving, and deadlines
  - Excellent verbal, written, interpersonal, relationship building and presentation skills
- Proven outside or field sales experience with a track record of hitting or exceeding
- sales goals

## Responsibilities

You'll be responsible for seeking out, engaging with, and presenting our solutions to new prospects and current customers

Initiate contact with potential new customers , present our products and services in person and schedule in-person follow ups to complete the sale.

Enter all referrals and prospects into company provided CRM

## Benefits

- Get paid while you learn an exciting new business in merchant services sales, weekly commissions, and monthly bonuses and residuals!
- In-depth ongoing training with excellent sales management



# Sales Agent Pay Structure

## Area Sales Consultant Pay Agreement

1<sup>st</sup> week includes Microsoft Teams call Training (Tuesday-Friday) \$500

2<sup>nd</sup> week is in field live merchant training (Monday-Friday) \$750

Must complete both full weeks of training to receive 1st week TRAINING PAY

3<sup>rd</sup> week you're off to the races with full \$750 weekly draw (paid bi-weekly) OR residuals, whichever is greater + weekly bonus opportunities available as well

## Requirements To Receive Compensation

- 25 VERIFIED full presentations with owners, entered into Salesforce weekly
- OR 3 Sales per week

Residuals	Volume	Minimum Requirements
25%	\$0 to 500k	4-5 sales per month
30%	\$500k to 1,000,000	2-3 sales per month
40% - fully vested	\$1,000,000	



# Agent Bonuses

## Training Bonus

Agent must complete training and have a **MINIMUM OF ONE SALE OR 15 REFERRALS**

**\*One sale must have a volume of \$40,000 in credit card volume or more per month**

**\$500**

## Fast Start Bonus – First 30 Days

Agent has to have at least 100k in processing volume or 5 sales.  
(Within 30 days from date of completed training.)

### • Payout

- Tablet
- Gas Card – \$500
- Cash -\$500



# Support



200 Monarch Ln  
Josephine, TX 75173

888-792-0284

[support@gotruepay.com](mailto:support@gotruepay.com)



## Sales

Talk to an advisor today  
888-792-0284



## Customer Support

Anything we can do to help  
888-910-2012