

VITAL[®] POINT OF SALE



Vital Mobile C3/ C4

- Apple™ and Android™ versions
- Bluetooth® pairing
- 3G/4G or WiFi
- EMV, swipe acceptance
- NFC acceptance (C4 only)
- Optional stand available w/ C4

Vital Plus X5

- Upgrade from a traditional countertop terminal
- Built-in payment terminal, receipt printer, scanner, and camera
- 5" HD color touch screen
- WiFi connectivity
- EMV, swipe, NFC

Vital Select X8

- 8" HD color touch screen
- Customer-facing display
- WiFi/ethernet
- Built-in payment terminal and receipt printer
- Optional cash drawer available
- EMV, swipe, NFC

Vital Select E13/E15

- 13" or 15" HD Color Touch Screen
- Screen rotates between merchant and customer
- Ethernet (recommended)/WiFi
- Built-in cash drawer
- Comes w/ integrated payment terminal
- EMV, swipe, NFC

SALES PLAYBOOK

TSYS | MERCHANT SERVICES

EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries. App Store is a trademark of Apple Inc. Android is a trademark of Google Inc. All trademarks contained herein are the sole and exclusive property of their respective owners. Any such use of those marks without the express written permission of their owner is prohibited.

EFFECTIVE QUESTIONING

GENERAL LEADING SALES QUESTION EXAMPLES

- "Tell me about how you accept credit card payments today."
- "I see that you accept payments today, what keeps your processing with that provider?"
- "Tell me about your experience accepting credit card payments at your business."
- "What does your payments provider today do to make running your business more efficient?"
- "How do you manage your inventory? Is it built into your point of sale today?"
- "What do you feel a POS should provide to make conducting business easier?"
- "What aspect of credit card processing do you find to be the most time consuming?"
- "How often do you run sales promotions that offer discounts to your customers? Are those discounts on items, services or their entire sale amount?"
- "How much time could screen signature capture and email receipts save at the point of sale?"
- "What system are you using today to generate customer loyalty & create repeat sales?"
- "What have you heard about our new WiFi mobile terminal that replaces landline terminals?"
- "What features of your credit card processing system today can you not live without?"

DISCOVERY QUESTIONS - VITAL SELECT AND PLUS

- "How do you manage your employee time clock? Is it built into your POS today?"
- "What has held you back from moving away from a countertop terminal to a full POS solution?"
- "How do you track your inventory moving out of the store on a daily basis?"
- "How many payment stations do you have? Do you have a pay at the table need?"
- "What value do you see in having a POS delivered with your menu/inventory already pre-loaded?"

DISCOVERY QUESTIONS – VITAL MOBILE

- "Would a terminal that includes inventory management with the use of an integrated barcode scanner be beneficial to your business?"
- "How do you manage your inventory today?"
- "If your point of sale could let you customize an order like "add ketchup" how would that affect your day to day business operations?"
- "What challenges do you face with your mobile payments provider today?"
- "What feature of your mobile payments application (or terminal) is most important to you?"

SUPPORT RESOURCES



Sales Resources

<https://www.vitalpos.com>



Phone Support

(877) 608-6599

VITAL MOBILE C3, C4



CUSTOMER PROFILE

- Mobile merchants looking for a solution comparable to others in the market
- May have little to no experience accepting electronic payments
- Desire to manage electronic and cash sales on-the-go with an easy to use mobile app
- May have experience with or knowledge of Square®, Clover Go®, PayPal™

VALUE PROPOSITION

- Minimal investment - works on hardware already owned (merchant's mobile device)
- Quick sale transactions with tip functionality & built in tax rates
- Expandable to multiple devices with multi-user access
- Quick, intuitive activation process - begin taking payments in minutes
- Cloud-based back office with robust sales reporting/management capabilities

IDEAL FOR

- Lower sales volume, on-the-go merchants
- Merchants who may not be otherwise able to afford POS hardware
- Mobile Service Contractors: Plumbers, HVAC, Towing Companies, Contractors, etc.
- Traveling Vendors (Craft Show / Flea Market / etc.)
- Food Trucks

VITAL PLUS X5



CUSTOMER PROFILE

- Seeking replacement to countertop terminal (dial or IP) with more modern technology
- Interested in removing tethers to a landline countertop terminal
- Desire for additional features like discounts, order modifiers, split/combine orders, etc.
- May have experience or knowledge of traditional terminals - Poynt, Clover Flex, etc.

VALUE PROPOSITION

- Similar price point to a traditional countertop terminal (Verifone, Ingenico, etc.)
- Updated full-color, touchscreen countertop point of sale solution
- Option to email receipts or use the built-in thermal printer
- Barcode scanner with product catalog & inventory management
- Lightweight, low-footprint, WiFi device that can move around a store with ease
- Cloud-based back office with robust sales reporting/management capabilities

IDEAL FOR

- SMB businesses with low to high sales volume and ticket size
- Brick and Mortar Retailers / Restaurants (discounts/modifiers/categories/item alert messages/low inventory alerts)
- Merchants seeking more functionality than mobile w/out investing in a full POS register
- Food Trucks / Mobile Dining / Coffee shops
- Pop-Up Retailers

VITAL SELECT X8

CUSTOMER PROFILE

- Seeking low footprint, all-in-one register POS solution
- Has experience w/ POS technology - countertop/wireless terminals/registers
- Desires cutting edge mobile technology w/ touch screen capability
- May have experience with Square Register, Clover® Station, ShopKeep®



VALUE PROPOSITION

- Standalone, all-in-one, small footprint POS at a low price point
- Integrated payment terminal & thermal printer with optional hardware accessories (kitchen printer(s)/BT scanner)
- Customer-facing touch display, allows for on-screen signature capture and tipping
- Ready to go out-of-the-box with menu and/or inventory fully loaded along with over-the-phone training from a Vital expert
- Cloud-based back office with robust sales reporting/management capabilities

IDEAL FOR

- SMBs with mid to high sales volume and any size ticket
- Brick and Mortar Retailers
- Fast Casual / Quick Service Restaurants (Order modifiers/discounting/inventory management/employee timeclock)
- Light seated restaurants (pay-at-table option/server and table assignments)

VITAL SELECT E13 & E15

CUSTOMER PROFILE

- Seeking full POS system w/ integrated cash drawer
- Has experience w/ POS technology - countertop/wireless terminals/registers
- Desires cutting edge mobile technology w/ touch screen capability
- May have experience with Square Register, Clover® Station, ShopKeep®



VALUE PROPOSITION

- 13" or 15" full color HD touch screen that swivels to customer for tipping & check signing
- Integrated EMV PIN pad included in package - connects to register via USB
- Built-in scanner, thermal printer, & cash drawer w/ optional hardware accessories (kitchen printer(s)/BT scanner)
- Ready to go out-of-the-box with menu and/or inventory fully loaded along with over-the-phone training from a Vital expert
- Cloud-based back office with robust sales reporting/management capabilities

IDEAL FOR

- SMBs with mid to high sales volume and any size ticket
- Brick and Mortar Retailers
- Fast Casual / Quick Service Restaurants (Order modifiers/discounting/inventory management/employee timeclock)
- Light seated restaurants (pay-at-table option/server and table assignments)