

## IBO FAQ's & Top Tips to Succeed with Anovia

### Who should I target?

Anovia is a low risk payment processor, which means we work best with small to medium sized businesses. Focus on local restaurants, nail/hair salons, doctor offices, contractors, automotive services, etc.

- Merchant does NOT need to be currently processing credit cards – CAN be a new business!
- Processing Statement is NOT required to submit lead – submit the lead with just their contact information instead!

### Anovia Qualified Lead: What is it?

A merchant NOT on our restricted list

#### Most commonly restricted merchants by our Sponsor Bank:

- Credit Repair
- Travel Agency
- Online Pharmacy
- Marijuana Dispensary
- Nutraceuticals (lotions, potions, supplements)

### What products does Anovia offer?

Anovia offer solutions for all Point of Sale environments, including the following:

- **Face-to-face:** Storefront business with a POS system or countertop terminal
- **Over the Phone/ key entered:** The merchant is manually key entering the transaction and credit card information,
- **On the go/mobile:** Ability to process payments any time/anywhere, and
- **Online Point of Sale:** The merchant wants to sell products and services directly on their website.

### Can you work with my software/terminal if I already have one?

We may be able to reprogram your customer's current terminal, but we need to know the Make and Model of the terminal being used i.e. VeriFone Vx520. We cannot work with Clover POS - this is proprietary to First Data Alliances only.

### Do you have a free terminal solution?

Yes we do, but this program is also on a pre-negotiated pricing that cannot be altered in any way. This program is available on our site to review the rates and fees.

### Do you have a contract?

Yes, our contracts are for 3 years, but we also offer a No Contract option which has pre-negotiated pricing that cannot be changed or lowered. The No Contract program is available on our site to review the rates and fees.

### What is the funding?

Anovia funds merchants every 48 hours. Merchants can request 24 Hour funding, but they must meet certain requirements. They will also need to provide 2 months of business banking statements and 3 months of previous processing statements to be approved.

## What does Anovia's customer service look like?

Customer service and technical support is 24/7. Anovia's sales team is available Mon-Fri from 7am CST – 6pm CST.

## Does Anovia have anything similar to Square?

We have the Swipe Simple mobile solution that includes card reader options via audio jack plug in or Bluetooth which allows for chip, swipe, and mobile wallets. Anovia's mobile card solution offers a more robust solution for merchants compared to Square. We provide a full merchant account with 24/7 merchant support and fraud protection.

## What to do with new customers or those who don't have a statement?

If there is no statement available, please provide the following: monthly processing volume, average transaction amount, and number of transactions for given month. If using Square, the merchant will need to provide us with a Dashboard screenshot instead.

## Why do we need the merchant's most recent processing statement?

The statement allows Anovia to see how they are processing transactions, what cards they are taking, and how they are taking them. By viewing their current rates and fees, Anovia can assess the savings and be prepared to offer them pricing on the first call.

## Can you work with gas stations?

We cannot work with Pay-at-the-pump gas stations, but we can work with the convenience side.

## What is the monthly residual for each account?

There are many factors that impact pricing in the merchant services industry. We have to consider the industry of the business, the mix of card types that they accept and the size of the transactions they accept. Similar businesses with similar credit card volume can result in a variance of revenue from merchant to merchant. For this reason, Anovia does not know what your personal residual income will be for every account. Please refer to the payments sample calculator in your back office to see a residual revenue example.

## How to submit the lead?

Submit a lead on the Anovia site – available through your back office:

- Call or Chat with an Anovia Account Executive directly
- **OR**
- Click 'Explore Your Options' on the homepage
- And then click 'Request a Custom Proposal' to submit the lead

## Did you visit the merchant and didn't get a chance to fill out the form with them?

No problem! Just gather the business owner's name, phone, email and the best time for us to contact them and give us a call with the information or submit the Request a Custom Proposal form online on your own. We do the hard work!

## What can help to speed up the lead?

Include the processing statement! When submitting the lead online with Request a Custom Proposal, upload the merchant's last month's processing statement, if possible.

Anovia Account Executives can still work the lead without a merchant statement, but if they receive the statement with the original lead, it greatly decreases the time it takes for the lead to become an approved account (ONLY 10 Days!)

## Additional IBO tips to help close more businesses:

- Be sure the merchant is interested in speaking with Anovia. It's important they know who you are and why we are calling.
- If you are talking to a storefront merchant about our payment processing, ask if they have a website. It's important to identify all the ways that they can accept payments. This will speed up the process and ultimately lead to multiple accounts for you.