

# Payments Doctors Restaurant Rescue Opportunity

What are you selling?

***Actually you are NOT selling/pitching anything as with “sales” it typically requires the following:***

1. **Getting a up front payment and/or an agreement to charge the business a commission on your ongoing product or service.** A conventional typical credit card processing contract (Not Dual Pricing) would be an example of a commission based contract restaurants engage in. There are even more expensive contracts made with other restaurant service providers to include businesses like mine which is printing and direct mail (pay upfront with no guarantee of any success), delivery apps (taking 30% commission on the average), POS Systems like Toast (upfront and monthly fees for both software and very high processing fees), Search Engine Placement such as Yelp, Trip advisor (pay a predetermine price per click) and the list goes on and on as there truly is no proverbial free lunch out there that I am aware of.
2. **Changing an A for a B** – using credit card processing as an example again, the restaurant must change from using a current processor to Payments Doctors to earn their business. Most restaurant services involve an A for a B such as pest control, hood cleaning, linen, fire protection, insurance and other products and services that involve using just a single vendor. Then many other services do not eliminate another vendor but just adding one such as all advertising and marketing both offline and online typically do not involve having to eliminate other advertising company relationships. Also you will see restaurants do more than one food delivery app as there is no downside for them doing all of them.

## ***We are actually qualifying and interviewing Restaurants***

Easiest way to put this into perspective is if you were an agent for FEMA and they had a Restaurant Rescue program available to ONLY 25 restaurants with only 1 or 2 rescues per zip code to be chosen in a given market in where obviously 100% of restaurants surely would want the FREE FEMA money and benefits, you as a FEMA rep would walk into that restaurant holding 100% of the proverbial “sales” cards You job would be to interview the decision maker to determine if that restaurant would qualify for the FEMA Restaurant Rescue benefits over their numerous other restaurant competitors. Even if the decision maker was not there and said you needed an application today or you would not qualify for the benefits as the space will be filled today, how many managers would say....ya....I can't do that and I am sure the owner would not be interested in your huge free restaurant benefit package...doubt that would happen and if a manager was that stupid, I am sure that person would lose his job the next day.

OR

You walk into a restaurant and are with Anheuser Busch with the same constraints above in where you will give those few restaurants unlimited FREE Bud Light per month if they agreed to sell it for \$1.00 ...and the person you are talking to in the restaurant had to fill out the application on the spot (decision maker or not), do you think you would have any problem getting that application filled out? Obviously if a restaurant sold Bud Light for \$1.00 all the time, it would give that restaurant a HUGE competitive advantage to all of their immediate competitors that would not be able to come close to competing with that offer. Any beer drinker would make their restaurant dining decision based on that one paradigm alone as if they have 4 or 6 beers with a party of 2 people, they are saving \$12 to \$20 or so depending on the regular price of beer at competing restaurants.

## ***What truly is the opportunity in front of you?***

Before I go any further, let's examine what is the true opportunity for the Payments Doctors Sales Professionals Bill has invited & selected lucky enough to be reading this before he reaches out to other new markets and new sales professionals with this opportunity. This opportunity will not be available with all the extra lucrative financial incentives beyond this initial launch period making you and any other sales professionals selected all Founding Payments Doctors Restaurant Rescue Sales Representatives with INCREDIBLE short and long term benefits for basically helping take the Payments Doctors Restaurant Rescue from the proverbial garage to the very lucrative restaurant industry. This unique and generous offer with extremely accelerated Lifetime Residuals and large cash bonus plan will not be available to new sales representatives in the many other markets Nationwide that will follow. You will have the opportunity, if successful in your initial market, to lead other markets by hiring & training other sales representatives and earning residual overrides on their productivity on many additional markets to follow. This Payments Doctors Restaurant Rescue accelerated financial opportunity is a one time initial launch opportunity for initial markets only that Payments Doctors already is established in.

To further elaborate on this opportunity using credit card processing as an example, that financial and sales opportunity will be there today, next month, next year, the next decade, as with any typical business sales opportunity which means pay plans and both short and long term financial opportunities do not change with very competitive and established companies and industries. Credit card processing surely is one the best short and long term careers to earn a living as it pays up front as well as lucrative long term residuals that surely make it really the best sales opportunity for any independent contractor in America. So let's see how a already fantastic situation can be made better in a number of unmatched ways that provide an unmatched financial opportunity combined with a much easier sales paradigm never available in the credit processing industry until today.

## ***What does the Payments Doctors Restaurant Rescue do for you financially?***

So let's cut to the chase.....**SHOW ME THE MONEY**....is typically....in the end....why anyone gets into sales as no one does sales as a hobby or to become a professional visitor (What Zig Ziglar calls a unsuccessful salesperson). So right now your only profit center is residuals you earn on all your credit card processing accounts which thankfully with Payments Doctors you vest immediately with any business you sign....which is unique for this industry. Monthly income will stay somewhat static as monthly credit processing for most all business stays within 10 to 20 percent per month for the most part. With other credit card processing company you do have to work a given number of years to fully vest to walk away with 100% residuals and retire. Payments Doctors compensation plan is the most aggressive in the market and anyone selling for Bill knows that with no time commitment or account minimums to 100% vest.

So how does Payments Doctors Restaurant Rescue Monthly Residual Income work and how can it add to an already lucrative credit card processing compensation plan. Looking at compensation alone negating the huge competitive advantage factor you will for the first time enjoy in credit card processing sales will be addressed to follow that can really explode this commission plan and your existing one for credit card processing makes for a double lucrative whammy that will truly get you very excited if maximizing commissions and minimizing sales obstacles interests you.

## Payments Doctors Restaurant Rescue Lifetime Residual Plan Explained Below

<b>GRPLRS Team/Independent Contractor Bonus Plan</b>	Restaurant Team Total By <b>July 10th</b>	<b>25</b>	<b>40</b>	<b>50</b>	<b>60</b>
	Restaurant <b>Ind Contractor</b> Total By <b>August 10th</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>25</b>
	Monthly Residual Per Active BOGomazing Member	\$0.50	\$0.60	\$0.70	\$0.80
	PD One Time Cash Bonus Per Restaurant	\$100	\$100	\$100	\$100
<b># Of Active BOGomazing Restaurant Referrals Under Your Restaurants &amp; Total Monthly Residual Compensation</b>	1,000	\$500	\$600	\$700	\$800
<b>RED Notates 500 Referrals Per Restaurant</b>	2,500	\$1,250	\$1,500	\$1,750	\$2,000
	5,000	<b>\$2,500</b>	\$3,000	\$3,500	\$4,000
	7,500	\$3,750	<b>\$4,500</b>	\$5,250	\$6,000
	10,000	\$5,000	\$6,000	<b>\$7,000</b>	\$8,000
	12,500	\$6,250	\$7,500	\$8,750	<b>\$10,000</b>
	15,000	\$7,500	\$9,000	\$10,500	\$12,000
	20,000	\$10,000	\$12,000	\$14,000	\$16,000
	25,000	\$12,500	\$15,000	\$17,500	\$20,000
	50,000	\$25,000	\$30,000	\$35,000	\$40,000

To active this lifetime residual plan, it only takes 25 restaurants (Line 1) by all salespeople combined in a single market within 30 days (by July 10<sup>th</sup>) with the minimum number of restaurants by a single salesperson being just 10 restaurants (Line 2) over 60 days (by August 10<sup>th</sup>). The 3<sup>rd</sup> line shows how much commission you earn per Active BOGomazing Member signed up by the restaurants you personally signed up to become a Payments Doctors Restaurant Rescue Sponsor. The table shows figures for 10, 15, 20 and 25 restaurants (there is no cap for a single sales person) and how much monthly residual you earn on the total number of BOGomazing Members under your restaurants. The 4 numbers in **bold red** show a monthly residual assuming a total of 500 BOGomazing Members under each of your restaurants for the 4 different restaurant quantity numbers. So, for example, if you sign up 25 restaurants who reach 500 active BOGomazing Referrals, you earn **\$10,000 per month**. What makes this pay plan different than the pay plan you currently have for credit card processing is your monthly residual check will GROW every month for many, many months to come until a market reaches full maturity and saturation with BOGomazing Members.

Where a market will go for total BOGomazing Membership is yet to be seen but how many people do you know who would spend \$29.95 per month to save nearly \$1,000 per month if used just once a day or double that if it is a family of 4. Use BOGomazing just a handful of times per month and you still are saving over \$100 over your subscription cost per month.

There is an additional flat fee bonus also paid of **\$100 per restaurant** at the end of 60 days so if you reach 40 restaurants (you can sign up more than 25), for example, you will get a **\$4,000 cash bonus**. As I hope you can see the Payments Doctors Restaurant Rescue residual payment plan is as lucrative as what you may be earning from credit processing monthly residuals but surely combining the two will lead to earning at least twice as much per restaurant then you may be currently earning now.

Lifetime Residuals without a vesting requirement – with the Payments Doctors Restaurant Rescue you are **100% vested immediately** once a market successfully launches. That means if, for some reason, you transition into another non competing career that does not involve Payments Doctors you will retain 100% of your Restaurant Rescue residuals for life as a founding Payments Doctors Restaurant Rescue salesperson. So using the example as given earlier, sign up 25 restaurants who each maintain 500 Active BOGomazing Referrals and you would earn **\$10,000 per month** if you chose another non competing career path or simply just decided to retire.

## ***So lets talk the DREAM CREDIT CARD PROCESSING SALES PROPOSITION***

With most, if not all businesses, it is very hard to hold a substantial competitive advantage as in the end all competitors offer similar products and/or services charging about the same as their competitors. Using credit card processing for the restaurant industry as the most pertinent example to our discussion, in the end all processors answer to the same 4 major card processors and follow the same exact rules and pay the same fees to the big 4 (Visa, Mastercard, Amex, Discover). All credit card processing in the past prior to the POS system paradigm were primarily sold on processing statement analysis and the promise of reducing monthly processing costs. In the last decade or so credit card processors try to create a competitive advantage in the restaurant industry giving a free POS system to clients which can give an advantage over a processor not offering that same benefit. Toast is a great example of how not only do they extremely monetize getting clients with a free or super cheap FREE POS system with a laundry list of costly added features, what they really do is lock in the most lucrative side of that equation which is the processing at top level rates. As a note, Payments Doctors is working on developing a very robust POS system hardware and software solution that will effectively compete with all the other options out there that may be introduced by the end of the Summer. For the sake of this discussion, the potential POS benefit will not be included.

## ***So what does Payments Doctors Restaurant Rescue offer in unique marketing points NO OTHER Processor or POS Provider can offer?***

I think all will agree it is very hard to the one thing that is needed to switch a restaurant (or any company) as you can't walk in and offer anything different or say anything different then all the other processors as in the end it is about getting a statement from a decision maker and then presenting a proposal in how you can reduce his processing fees. Just getting to find a decision maker motivated to let you do the analysis is difficult as you are one of many offering the same analysis and sales solution.

## ***So lets see what the Payments Doctors Restaurant Rescue brings to the table for the restaurant before ever having to bring up credit card processing***

(This is assuming you have studied [www.PaymentsDoctorsRestaurantRescue.com](http://www.PaymentsDoctorsRestaurantRescue.com) and understand what we offer to restaurants)

All Benefits outlined below are offered at NO COST, NO RISK, NO CONTRACT, ZERO DOWNSIDE

1. **Increased Dining Frequency** – most diners have a few restaurants they make favorites and that will surely happen with BOGOMazing as a big influencing factor on what restaurants become favorites are value...with BOGOMazing the value presented will be unmatched at all other restaurants not allowed to participate.
2. **Increased Ticket Averages** – Ticket averages will go up as people will spend more when saving on their order which, in this case, an average of \$25 on a 2 person order. (2 drinks, 1 appetizer, 1 entrée, 2<sup>nd</sup> entrée free)
3. **Increased Employee Retention** – Most restaurants are facing ever increasing staffing challenges as the current workforce is not as motivated or talented as even a decade ago and have always chased the best financial opportunities. With PDRR and the BOGOMazing \$15 per month commission paid to restaurants per BOGOMazing referral, if \$5 or so is shared with the staff and given as a monthly bonus, a bartender, server, BOH staff could earn \$150-\$500+ per month in bonus which is significant for any restaurant staff. This is an option any restaurant can decide to exercise as the FREE tracking software tracks all referrals down to a single staff member.
4. **Increased Bottom-Line Profits To A Level NOT Possible Without Our Platform** – As shown at the PDRR website, the amount of profits that can be earned as a PDRR sponsor are not possible since the monthly commissions being paid to the restaurant literally go right to the bottom line and for many restaurants could exceed what they bring to the bottom line serving food and drink. (See 1<sup>st</sup> of 2 excel charts on [www.PaymentsDoctorsRestaurantRescue.com](http://www.PaymentsDoctorsRestaurantRescue.com))

5. **Make more Bottom-Line profits from even signing up your best regulars** – Signing up even regulars who may come 2 times a week or more leads to more profits as regulars who are now getting an extra entrée for FREE they had not received prior will easily lead to higher tickets combined with the fact the restaurant earns \$15.00 per month in Bottom Line profit each month prior to those regulars ordering food which if the restaurant is on a 5% margin represents \$300 in sales. (See 2nd of 2 excel charts on [www.PaymentsDoctorsRestaurantRescue.com](http://www.PaymentsDoctorsRestaurantRescue.com))
6. **Lowest Marketing Redemption Cost compared to all other restaurant marketing options** – When comparing PDRR and BOGomazing to other delivery and discount apps, direct mail, pay per click and the myriad of other marketing options none come close to a maximum redemption cost of around 15% for BOGomazing with that cost easily lowering to around 10% with a well trained staff that knows how to upsell. (See 1<sup>st</sup> & 2<sup>nd</sup> excel charts on [www.PaymentsDoctorsRestaurantRescue.com](http://www.PaymentsDoctorsRestaurantRescue.com))
7. **Attract the ideal demographic that increase restaurant profits** – people who will subscribe to a restaurant dining app costing \$29.95 a month are ones who probably dine out daily...and many probably for lunch and dinner. BOGomazing does NOT attract the coupon clipper type of patrons as apps like Groupon does.
8. **No changes to current restaurant marketing plan or restaurant in house procedures** – BOGomazing is a digital coupon that does NOT take the order but just create a unique transaction number to be showed to the server or bartender that validates the app and transaction. Otherwise how the restaurant takes orders and functions is not changed at all with BOGomazing.
9. **Earn HUGE bottom line profits from your staff when they are actually not working** – if the restaurant gives, for example, \$5 a month out of the \$15 they earn to the staff, restaurant staff will be promoting BOGomazing outside the restaurant, especially the back of the house who have no ability to get referrals within the restaurant.
10. **Enjoy A HUGE Competitive Advantage NO other marketing platform offers in America by being part of a small selection of restaurants that represent only 10% of sit down restaurants in their market** – using the earlier example of being one of a few restaurants that got unlimited FREE Bud Light every month and could sell it for \$1...that restaurant would have a big advantage over 90% of their market just as PDRR and BOGomazing will do for the restaurants invited to be PDRR sponsors.

**Restaurants receive \$600 in FREE Full Color Printing by just applying (first visit only generally) for a risk free Payments Doctors Restaurant Rescue sponsorship whether their restaurant is selected or allowed to be part of the Rescue Platform or not.** This allows the application to be filled out by a manager and not the ultimate decision maker as the giveaway more than justifies filling out a no obligation application that does NOT even guarantee they will be accepted into the platform. Application even clear says THIS IS NOT A CONTRACT as the bottom.

## ***So lets see what the Payments Doctors Restaurant Rescue brings to also implementing a processing solution to new clients***

As you can see from what is above and the charts on the websites, the amount of sales and profit increase a restaurant can enjoy without risking a single penny is unmatched by any other marketing platform in existence today. As you learned from the excel charts, even WITHOUT the \$15 per month commissions we pay restaurants per BOGomazing Member Referral, the PDRR is still a no brainer as it always increases profits without exceptions. Add in the \$15.00 per month BOGomazing Commissions and profit levels go to levels not possible without sizeable cash coming in that goes straight to the bottom line without having to increase sales or risk a single penny.

How PDRR will explode your processing sales with restaurants is every contract signed with a restaurant requires them to allow Payments Doctors to do a processing financial review and recommend better solutions. You will not be pitching credit card processing to restaurants who become a PDRR sponsor until after the fact which will most likely be not until we launch initially. Of course you can present a processing solution anytime during the sales process depending on how receptive you feel the prospect would be to proposal but in most cases you will focus on finalizing everything with PDRR and BOGomazing and then coming in after the fact to then get their processing switched over.

## ***In Person General Script for current Payments Doctors clients (Assuming an established relationship and credibility to get to the decision maker)***

**NOTE:** *Depending on your relationship and perceived credibility with your client, this conversation can be a lot shorter if the trust is there in where they will just hear the nuts and bolts and quickly take a no risk, limited restaurant rescue space. One thing to keep in mind is BOGOMazing is not launching until Mid-August so any decision made today literally has no impact on their business except to just claim one of the limited rescue spots in where they can back out of at any time for any reason.*

**REMEMBER:** **We hold all the cards** as they have to be invited to be part of the PDRR and spaces are limited....there only risk that needs to be emphasized is being locked out for life as you can say the CEO of GRP and BOGOMazing focuses on working with restaurants who accept this generous no risk offer and not fond of working with restaurants we have to talk into taking our free, risk free money.

**How to look at yourself or to describe yourself to a prospect** – in the end relating to restaurants, you want to tell the owner/decision maker you are lik the hostess at the restaurant and you are here to just seat a limited number of seats and then you can get all the nitty gritty details from the server (in this case...the CEO which is Corey). Also another way to describe the situation is the market you are and all the sit down restaurants in it are on the Titanic and the Rochester Restaurant Rescue is just a few of limited lifeboats trying to pick out of the water some restaurants that are drowning....no reason to not hop into the life boat as this boat won't see shore until late Aug (when we launch) so you want to get in now as we don't turn around later to come get you and you can always jump back into the water on our way to shore and we will pick up another drowning restaurant to take your place.

Hi Bob, this is \_\_\_\_\_ and we process your credit cards and let me first thank you for being a very valued Payments Doctors client, we truly appreciate the continued opportunity to earn your trust and confidence.

I was wondering if I could get a few minutes with you as Payments Doctors has partnered with Grow Restaurant Profits to create the Rochester Restaurant Rescue and I was hoping to ask you just a few questions to see if your restaurant would qualify for this 100% free marketing platform for your restaurant that is actually paying restaurants monthly commissions to be part of the rescue platform.

Sure, I have a few minutes

Bob, can you hold this pile of Money for a minute? (hand him the \$50,000 of movie cash)

Bob, my first question is do you have to much money in your bank account or can you always use more?

We can absolutely use more...I think all restaurants and businesses can (let him chat about this lack of money for as long as you can get him to so you can agitate this reality for him)

Second question Bob is how do you manage your most perishable asset any restaurant has to deal with our empty seats throughout the day as every hour a seat goes empty is a lost financial opportunity forever.....do you have to many customers coming in every day and throughout the week?

No, putting butts in the seats has never been more challenging then ever today. (You may have to elaborate on empty seats being the most costly perishable inventory a restaurant has)

Bob, I just had 2 more questions to ask you

Bob, do you do any of the delivery apps and how do you feel about the 20 to 30 percent commissions they take off the top?

The delivery apps make more profit then we do but if you don't do them, you lose the order (you will want to see if you can agitate him on his unhappiness with the financial structure of delivery apps and then also Groupon which is a restaurant discount app....actually a true BOGO app for a restaurant).

Bob, my final question is how are you doing with staffing...many restaurants are finding it challenging in finding, hiring and retaining competent employees....are you having any of these challenges?

Most will probably say it is a challenge but you will want to agitate this category if he does bitch about it at all.

So at this point you are 5 to 10 minutes into the interview or fact gathering part of the rescue presentation

Bob, thanks for taking a few minutes to answer those few questions...now let me tell you how the Rochester Restaurant Rescue provides very effective solutions to those challenges and how we do it by not asking you to risk a single penny or ever pay a single cent of commission....I assume a 100% FREE Marketing Platform is affordable for you (say in a funny tone of course to keep the mood conversational and to again remind him there is no catch or hidden cost that will arise anytime during this presentation)

What drives the Rochester Restaurant Rescue is Americas best Restaurant Dining App that caters to the top demographic of restaurant patrons who dine out once or twice per day with a lot of disposable income. The app is called BOGOMazing.....and before you jump to conclusions...the app is FAR from being a BOGO app...it is actually by 4 items, get one free – that name is used due to being an effective brand name to attract restaurant consumers since BOGO is the most enticing of all food marketing terms used in the World.

BOGOMazing is a membership driven app that is \$29.95 per month that allows members to use the app as often as they like with our carefully selected restaurant sponsors. The member must purchase 2 drinks, 1 select appetizer (your more pricey appetizers) and 1 select entrée (your more pricey menu selections) to then receive a 5<sup>th</sup> item of equal or lesser value for free to exclude drinks, appetizers and desserts. The app does show your entire menu, what apps they have to purchase and what entrees that have to purchase with a final menu outlining what items are available as a free option choice. You do control all menus and what appears on them.

Also BOGOMazing does NOT get involved with taking orders or integrating into your POS system – it acts as a digital coupon in where the member will just get the servers name, choose the number in the party and then request a transaction number which is then shown to the server or bartender. This does eliminate the possibility of fraud by any of your staff. So nothing changes within your restaurant and you treat BOGOMazing as you would with any physical or digital coupon.

Regarding redemption cost of a BOGOMazing member ordering the bare minimum of the 4 selections and then receiving a 5<sup>th</sup> one for free puts redemption cost at a maximum of about 15 percent. If you have a well trained staff who can upsell a few rounds of drinks, appetizers and desserts, redemption cost quickly drops to around 10 percent...either way BOGOMazing is the lowest cost marketing platform in existence today for any restaurant.

Bob, does BOGOMazing make sense for how easy it is to use and how little the actual redemption cost is compared to high commission delivery apps and other pay for marketing options that easily can reach 50%+ cost levels.

Yes, this does make sense (probably going to be questions which you can answer – he may bring up other marketing he has tried and either liked or did not like so that discussion may happen)

Bob, let me get to the most exciting part of the Payments Doctors Restaurant Rescue which is the component in where we pay you ever increasing monthly commissions while increasing your sales, ticket averages, dining frequency and employee retention without risking a single penny.

As mentioned earlier BOGOMazing is a membership driven app that costs roughly \$30.00 per month and out of that \$30.00 50% of the revenue is returned to our restaurant sponsors in the form of monthly cash commission which amounts to \$15.00 per month per BOGOMazing Member.

BOGOMazing has created a new restaurant marketing paradigm called Customer Funded Marketing which when compared to all other restaurant marketing option has no equal. Since all other marketing has to derive revenue and profits from the restaurant through high commissions and/or charging up front with no guarantee their marketing

paradigm will work for your restaurant, BOGomazing funds 100% of our company with attracting the top demographic of people who dine out often and have disposable income to spend eating out usually multiple times per day.

Bob, does this make sense so far.....as I want to cover what kind of commissions we are talking about.

Yes, this is all making sense (or questions may come up which is good which shows interest and engagement)

How you earn ever increasing monthly commissions is to just use are effect POS marketing materials such as this postcard (show 4x6 guest insert marketing postcard) that does the selling for you. Combine that with just staff asking all tables if they are BOGomazing members, the sale literally takes care of itself as the value provided on the small membership fee makes a membership attractive to virtually any and all diners.

(GET THE PILES OF CASH BACK INTO THE PRESENTATION)

Just 100 BOGomazing membership referrals pays you \$1500 per month or nearly \$20,000 per year (showing 2 stacks of money). Get to 500 BOGomazing Membership referrals and you get \$7500 of pure bottom line profit sent to you each and every month or \$90,000 per year which is almost double this pile of cash in front of you.

To put into perspective what \$7500 a month in FREE Bottom Line Profit from my company means to you is that if you are on a 5% net profit margin...considered average to good in todays restaurant economy....the \$7500 in cash handed to you monthly is the equivalent of \$150,000 in sales for your restaurant. To generate that kind of sales for most restaurant takes a month or more that include 100% of the headaches and challenges of running a restaurant. The \$7500 we hand you is headache and risk free....and if you get tired of cashing our commission checks...you can quit anytime (say in a humorous voice).

Bob, would that \$7500 a month make a huge difference in your stress levels, profitability and viability of your restaurant (let him talk as much as he wants on this answer).

At this point you would just say Bob, let me get this one page application filled out as I only have a few spaces left in this zip code and as you can imagine...no restaurant is saying no to this proposition...luckily you were already a client so you should easily qualify for one of the limited spots. Once I get the application submitted, you will hear from the CEO of Grow Restaurant Profits and BOGomazing in where he will further cover a few more details above my pay grade for this presentation.

If you haven't already, you can also mention the 1000 free business cards and \$500 in free printing and hand him that sheet with the coupons on it. That is also to be used as the enticement for the application to be filled out on the first visit as that is the only time that bonus reward is to be given. This way a manager can also fill out the application and still claim the rewards. You can also introduce the free printing bonuses at the beginning of the appointment if needed – you would just say they get these rewards but you would not mention the application part until the end.

## ***Potential Objections & Answers***

As you probably know from selling anything, not all decisions makers/business owners are very knowledgeable on the core aspect of why a business is started and that is to maximize bottom line profits. Selling credit card processing your presentation really revolves around numbers and, in the end, if you can show better numbers the prospect can understand, you will earn that business. For the PDRR you need to understand a few numbers as well and be able to explain them off the top of your head. Good news is these numbers are a lot simpler then trying to get into a 1000 exchange rates and the myriad of moving parts that come into determining the processing rate of a credit card (unless you are selling dual pricing which has greatly simplified that process).

**FIRST THING TO REMEMBER – NEVER** bring up or introduce anything to a presentation that has yet to be inquired about by the prospect – never open up rabbit holes that are not on the prospects screen. What is to follow you will not bring up in any detail if the owner just simply understands this is a easy no risk proposition full of benefits without downside. For many that is far as the conversation will need to go. For a few, you will have to talk about actual bottom line



profitability and how it is figured and how PDRR and BOGomazing always positively impacts the bottom line and actually explodes it to levels they have never seen.

Lets look at this chart on overall restaurant bottom line profitability at all rescue websites

<b>BOGOMAZING</b> <i>YOUR RESTAURANT BOTTOM-LINE PROFITS</i> <small>All figures are projects and for illustrational purposes only</small>	<b>Your Restaurant Current Situation</b>	<b>Your Restaurant Without BOGomazing</b>	<b>Your Restaurant With BOGomazing</b>	<b>% Increase With V. Without BOGomazing</b>
Total Sales	\$100,000.00	\$80,000.00	\$100,000.00	
BOGomazing Additional Sales (20% Estimated)			\$20,000.00	
Total Sales With BOGomazing	\$100,000	\$80,000.00	\$120,000.00	<b>+50%</b>
BOGomazing Redemption (Food) Cost (15%)			\$3,000.00	
BOGomazing Net Sales After Redemption Cost			\$17,000.00	<b>+17%</b>
Gross Total Sales Including BOGomazing			\$117,000.00	<b>+17%</b>
5% Profit Margin	\$5,000.00	<b>\$4,000.00</b>	<b>\$5,850.00</b>	<b>+46.25%</b>
7.5% Profit Margin	\$7,500.00	<b>\$6,000.00</b>	<b>\$8,775.00</b>	<b>+46.25%</b>
10% Profit Margin	\$10,000.00	<b>\$8,000.00</b>	<b>\$11,700.00</b>	<b>+46.25%</b>
<b>BOGomazing Monthly Commission 500 Members</b>			<b>\$7,500.00</b>	
Total Net Profit 5% Profit Margin			<b>\$13,350.00</b>	<b>+233.75%</b>
Total Net Profit 7.5% Profit Margin			<b>\$16,225.00</b>	<b>+170.41%</b>
Total Net Profit 10% Profit Margin			<b>\$19,200.00</b>	<b>+140.00%</b>

I will assume anyone reading this has great math skills and can understand this chart but I will point out what needs to be discussed with a prospect if an objection leads to having to really discuss bottom-line profitability. Column 2 showing a typical restaurant monthly sales shows profitability for 3 different profit margins...very easy to follow. Moving to column 4 that is highlighted in yellow this shows that BOGomazing could lead to a 20% increase in sales then the cost to obtain those BOGomazing Sales which is just the Redemption Cost of 15% - remember this is as bad as it gets for a restaurant. Otherwise since there are no other costs associated with the PDRR and BOGomazing, we have brought an additional \$17,000 in gross sales to the bottom line without risk while increasing profits by almost 20% compared to Column 2. So that paradigm alone makes PDRR and BOGomazing a no brainer as sales go up, profits go up without any downside. Then now look at the BOGomazing Monthly Commission based on 500 members – the monthly commission increases profits more then they make serving food and drink on a 5% margin.

The percentage column is column 3 compared to column 4. Column 3 is there to show what could happen if they are not allowed to be part of the PDRR and BOGomazing and how their sales could decrease as customers will primarily vote with their pocket book. When comparing the two columns, it shows some very eye open numbers that are hard to ignore. This chart proves there is NO WAY for a restaurant to have a negative outcome with our platform and even if the restaurant owner perceives he is having a negative outcome, he can simple exit the platform to another restaurant.

<b>BOGOMAZING Great Regulars Profits Bottom Line Profits Per Party Of 2</b>	<b>Great Regulars &amp; Where You Are At Today</b>	<b>Great Regulars You Sign Up With BOGOMazing With Same Check Size</b>	<b>Great Regulars You Sign Up With BOGOMazing With Staff Upselling</b>	<b>Infrequent Diner You Sign Up With BOGOMazing With Same Check Size</b>	<b>Your Great Regulars Going To A Restaurant With BOGOMazing That You Do Not Have</b>
# Of Restaurant Visits Per Month	8	8	8	1	0
Average Ticket (2 People)	\$75.00	\$75.00	\$85.00	\$75.00	\$0.00
Gross Ticket Total	\$600.00	\$600.00	\$680.00	\$75.00	\$0.00
\$25.00 Entrance X 8 Visits Discount		\$200.00	\$200.00	\$25.00	\$0.00
Net Sales After BOGOMazing Discount		\$400.00	\$480.00	\$50.00	\$0.00
Total Profit With A 5% Profit Margin	\$30.00	\$20.00	\$24.00	\$2.50	\$0.00
BOGOMazing Monthly Commission	\$0.00	\$15.00	\$15.00	\$15.00	\$0.00
<b>Total Net Profit After BOGOMazing Commission</b>	<b>\$30.00</b>	<b>\$35.00</b>	<b>\$39.00</b>	<b>\$17.50</b>	<b>\$0.00</b>
<b>Profit Per Visit With 5% Profit Margin</b>	<b>\$3.75</b>	<b>\$4.38</b>	<b>\$4.88</b>	<b>\$17.50</b>	<b>\$0.00</b>
Total Profit With A 7.5% Profit Margin	\$45.00	\$30.00	\$36.00	\$3.75	\$0.00
BOGOMazing Monthly Commission	\$0.00	\$15.00	\$15.00	\$15.00	\$0.00
<b>Total Net Profit After BOGOMazing Commission</b>	<b>\$45.00</b>	<b>\$45.00</b>	<b>\$51.00</b>	<b>\$18.75</b>	<b>\$0.00</b>
<b>Profit Per Visit With 7.5% Profit Margin</b>	<b>\$5.63</b>	<b>\$5.63</b>	<b>\$6.38</b>	<b>\$18.75</b>	<b>\$0.00</b>

The chart on the previous page will address another potential objection that seems logical to the restaurant owner but is not once you just simple look at the numbers. You may here a restaurant owner say that what if I have regulars that come in twice a week spending \$75 per couple and about \$600 per month which would be a very good regular which is pretty rare in the markets we will be talking to. Here is how to address this comment....as most likely when you get the comment you will be presenting in a restaurant that is far from full while staring at a lot of perishable inventory of empty seats.

Column 2 shows a restaurant today with that regular eating 8 times a month at the restaurant with an average check of \$75.00 with the profit per order at a 5% and 7.5% margin. Column 3 shows that same regular now a BOGOMazing member showing the amount collected is now only \$400 with \$200 of the check being FREE with the BOGOMazing app. Then as you go down the column the \$15.00 given to the restaurant for their monthly BOGOMazing Commission now actdually creates a higher bottom line profit at a 5% margin and keeps profit exactly the same at a 7.5% margin.

Now if we go to column 4 this shows the couple now spending an extra \$10.00 per visit due to the fact they are now getting an extra \$25.00 in FREE Food combined with a well trained staff. Just by increasing the check amount by \$10.00 per visit now increases the bottom line profit even further from \$3.75 per visit without BOGOMazing to \$4.88 now with BOGOMazing. Even at the 7.5% margin, profits continue to increase beyond where they are at without BOGOMazing.

Now what gets really exciting to really counter this objection is column 5 – column 5 shows someone that signs up but only comes to their restaurant once...whether just once or once per month due to the reason they may live further away and only signed up due to the fact they were there but choose to frequent restaurants closer to where they live. As you can see the profit made from this transaction is higher then possible with any other marketing paradigm as that \$15.00 in bottom line profit arrives whether that BOGOMazing Member dines there once ever, once a month a many times per month.

The last column on the chart shows what will happen to this amazing regular featured on column 2 if the restaurant across the street is on BOGOMazing and they are locked out....easy to tell a restaurant owner that if your competitor has BOGOMazing and you don't, how loyal do you think your customers will be. People have and will always vote with their pocket book in the end when the dust settles.

## ***Employee Retention Explained***

Some restaurant owners will surely want to ask questions about this benefit and definitely is a point worth bringing up in more detail if you detect this is a challenge and frustration for the restaurant. How this simply works is the BOGOMazing Transaction Tracking Software tracks all BOGOMazing Referrals down to a single employee so the owner will know where each and every BOGOMazing Referral comes from. An example bonus plan would be for the owner to give \$5.00 out of

\$15.00 of his monthly BOGomazing Commissions. So, for example, if any staff member has 50 BOGomazing Referrals they would receive \$250.00 per month in a bonus from the restaurant.....100 referrals pays \$500.00.

So lets first talk about the FOH (Front of the house – bartenders and servers) – this is the front lines for referrals and the proverbial sales staff of a restaurant – and the ones very critical for success since a lot of people will judge a restaurant on service alone assuming the food was not an issue. Servers and Bartenders tend to move from one restaurant to another that promises greener pastures as, in the end, both positions income is main derived from tips....especially for the servers.

So lets talk about **point 1** – if the server or bartender receives just \$5.00 per BOGomazing Referral as a monthly bonus, a much better chance BOGomazing sign ups and monthly commissions will increase substantially for the restaurant. 20 servers signing up just 50 BOGomazing referrals puts their referral total up to 1000 – which nets the restaurants \$15,000 from PDRR and BOGomazing. But lets talk how it will be rewarded. This bonus would only be rewarded monthly if the server/bartender did 100% of what is expected that month....such as never being late, all side work, being a top notch employee. A monthly bonus of \$250.00 for each employee is substantial enough to keep staff a little more on their toes as they would hate to lose that free easy extra money.

**Point 2** – BOH (Back Of The House) – this is everyone working in the Kitchen which is also a challenge for restaurants to find dedicated, loyal and qualified help. Obviously this staff has no opportunity to sign up referrals inside the restaurant since they have no customer contact. Before we hit point 3 – if someone making an average of \$15 an hour could earn an additional \$250 per month in a bonus, do you think that would motivate that staff member on a otherwise very low and fixed wage?

**Point 3** – Here is where the real money comes into play for the restaurant is both the FOH and BOH now have a reason to sign up referrals outside of working hours....especially the back of the house. If a restaurant had 10 employees in the back of the house and they each found 50 referrals over a given time, that is 500 referrals making the restaurant \$7500 gross and \$5000 net per month without having to do anything with the staff. And now the BOH employees are earning \$250 a month in a bonus that will surely keep that staff loyal.

So the real take away is commission sharing for the restaurant has **ONLY HUGE UPSIDES** with no downsides that I can see. How they administer it is up to them, we just provide the activity reports. This paradigm really comes into play for the restaurants that are part of our launch as obviously as weeks and months pass, opportunity will decrease in finding people not already part of the app.