

- ☐ Do they currently accept credit and/or debit cards or are they looking to start?
- ☐ Are you speaking with a decision maker?
- ☐ Have they recently had a health check up on their processing services?
- ☐ Are they willing to provide a processing statement?
- ☐ What matters most to this merchant? (check all that apply)
  - ☐ New Equipment/Solution
  - ☐ Customer Service
  - ☐ Other \_\_\_\_\_