



**Boohtown**

Poynt Sales Training

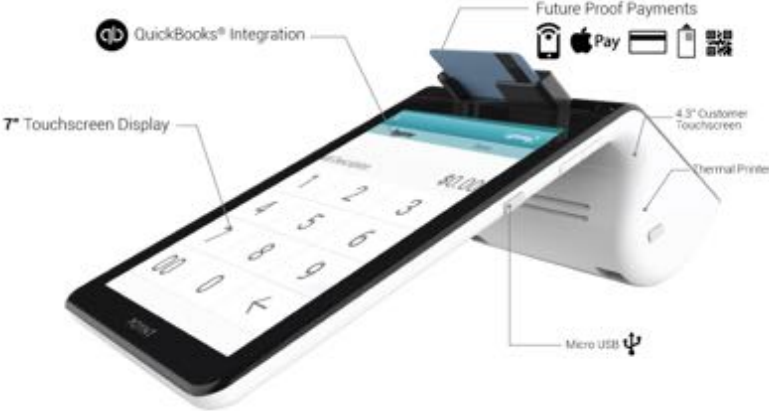
# Join our [Boomtown Sales Hub](#)

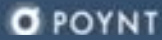


Updates , Sales Content , Marketing & Collateral , Third Party Apps

<https://www.goboomtown.com/services/poynt/sales/>

# Poynt, the Smart Terminal





## A beautiful all-in-one Smart Terminal



*By the time we are done, we will cover the following 6 key questions/areas*

- #1 - Smart Phone to Smart Terminal
- #2 - Comparison to other Terminals
- #3 - Where can I sell Poynt?
- #4 - What do customers say?
- #5 - Will customers pay for premium?
- #6 - Closing my customer on Poynt



Question #1: If we all use Smart Phones why are we using Dumb Terminals?

# Dumb Phone vs Smart Phone



# Dumb Terminal vs Smart Terminal



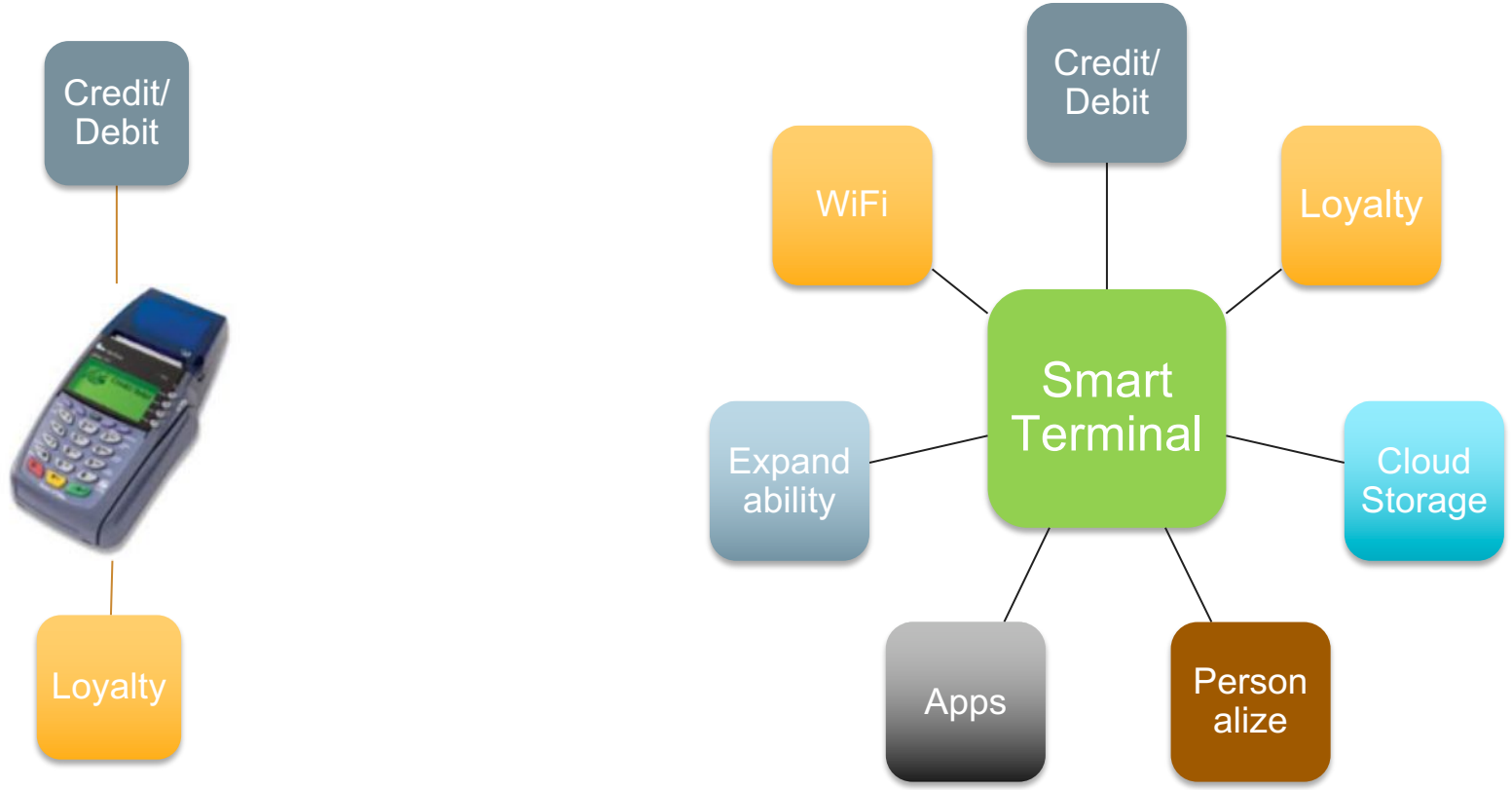
Terminals do roughly the same thing they've been able to do for the past 30 years

Your value to the merchant is measured in terms of processing rates and customer support

Processing rates continue to go down while attrition rates continue to go up reaching close to 25%

Meanwhile, we have all become incredibly loyal and passionate about our smartphones!!!!

# Dumb Terminal vs Smart Terminal





# Meet Poynt The Smart Terminal

Its a new kind of terminal  
that will do for merchants  
what smart phones did  
for consumers

# THE GREATEST COUNTERTOP TERMINAL

The first terminal you'll love. The last terminal you'll need.



Beautiful 7" merchant touchscreen

Single, simplified card slot for Magnetic Stripe and EMV

Customer display for pin, signature, tipping, receipts and more



Connects to WiFi or Ethernet

Built-in printer

## Takes any form of payment

- EMV
- Magnetic Stripe
- NFC for all contactless payments

## Built for mobility

- Durable, ergonomic form factor
- Rechargeable battery (up to 8 hrs)
- Charging power dock

## Industry's highest security

- PCI PTS v4.0 certified
- Dedicated secure processor
- 24/7 terminal security monitoring

## All the hardware for amazing app innovation

- USB Ports
- Quad-core processor
- 16GB storage
- Front-facing camera / scanner
- Speaker
- Microphone
- GPS
- Digital compass
- Accelerometer
- Three-axis gyro
- Ambient light sensor

# THE SMARTEST COUNTERTOP TERMINAL

The Poynt Smart Terminal enables modern transactions to happen. A beautiful device that lets merchants accept any form of payment, anywhere they want — the Smart Terminal is secure and simple to use. It connects to other devices and powers the platform that turns transactions into useful data for merchants. With tons of great hardware features built in, it can also be a tool to do a whole lot more.

- Basic Register App
- 500 SKUs with Modifiers
- Built-in Bar-Code Support
- Cash drawer and printer
- Mobile HQ for real time data access
- Merchant Portal for easy setup

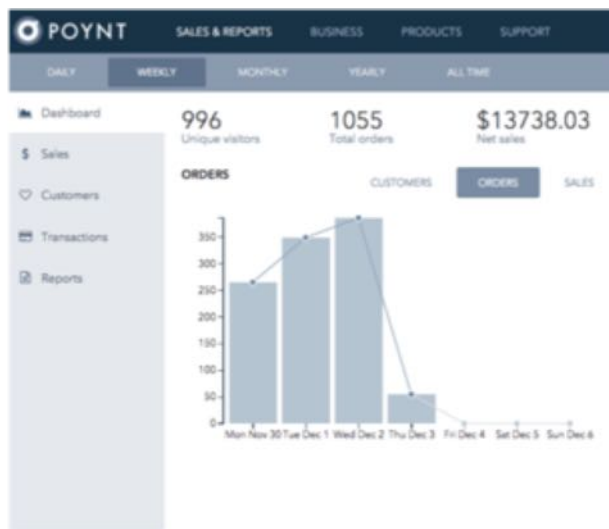


# Tools to manage your business

## Powerful Customer Portal

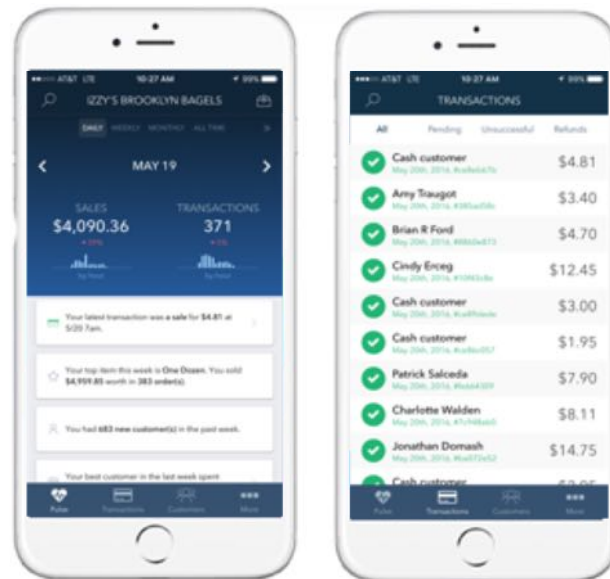
Poynt HQ is for customers — a simple and powerful dashboard that lets the customer manage their business, set up their catalog for their register and see their transactions and settlements in real time.

It even supports Quickbooks integration.



## Business Management tool for your customers.

**Poynt HQ** is the hub for monitoring and managing your sales and customers. Working together with the Poynt Smart Terminal, it turns data into insights that help merchants get an in-depth look at how their business is doing, and how to make it even better.



# 3rd Party Peripherals

## Cash Drawers – Cash Registers – Printers - Scales.

### Cash drawers:

- M-S CF-405-M-B
- Star SMD2-1317
- Star 37965560
- Solux SX-CD-100-RJ



### Printer:

- Star printers (TSP650 & TSP143iiU)
- Esky POS-5870
- Epson TM-T20II
- mPop Star POP10-B1printer/drawer



### USB/HID Scanner:

- Inateck BCST-20



# Enterprise Ready



## Poynt HQ

Multi-terminal management via web OR mobile

## Robust Analytics & Reporting

Poynt HQ provides real-time reporting on all active terminals

## Customer Loyalty

Customer loyalty is integrated into payment flows - no sign-up required.



# MERCHANT APP EXPERIENCE (CURRENT US)



(Cash and Tips)



(Order online/  
In store pick up)



(Sage Gift Service)



(Kitchen Display)



(Timesheet/ payroll)



Question #2: How does it compare to other Terminals?



# Legacy terminals don't even come close!!



<b>Payment Methods</b> (MSR, EMV, NFC)	<input type="radio"/>	<input type="radio"/>
<b>Security</b> (P2PE, PCI 4.0, EMV LI + L2, User authentication)	<input type="radio"/>	<input type="radio"/>
<b>Software</b> (Onboarding, menu items, cash drawer integration, back office)	<input type="radio"/>	
<b>Add'l HW Features</b> (Touch screen, Integrated PIN Pad, USB peripherals)	<input type="radio"/>	
<b>Built-In</b> Printer, 3D Barcode Scanner, Register, Remote Management	<input type="radio"/>	
<b>AppStore</b> Online order ahead, P@T integration, POS functionality, Employee Management	<input type="radio"/>	
<b>WiFi</b> Support both ethernet and wifi (optional 3G available too)	<input type="radio"/>	

# Competitive Landscape



Poynt



Square



Clover Mini

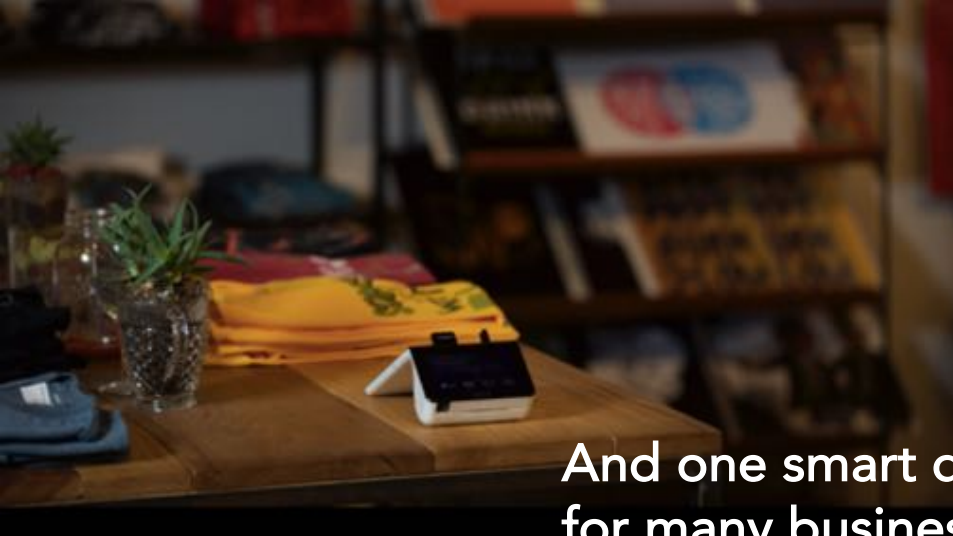


Carbon

Payment Methods (MSR, EMV, NFC)	○	○	○	○
Security (P2PE, PCI 4.0, EMV LI + L2, User authentication)	○	○	○	Certifications not yet received
Software (Onboarding, menu items, cash drawer integration, back office)	○	◐	○	Unknown
Add'l HW Features (Touch screen, Integrated PIN Pad, Wifi, In Store Mobile)	○	◐	◐	◐
Key Selling Features	Beautiful, Dual-screen design, Open Architecture, simple integration	Simple setup, low barrier to processing	Clover AppStore, First Data backbone	Reputation, distribution channel



Question #3: Where can I sell Poynt?



And one smart device,  
for many business environments



# Market Ready

Poynt will go where your customers want to pay. With dual touch screens and an integrated printer, your customers will have a great looking mobile solution for any vertical.



## Retail

- ✓ Line Busting
- ✓ Remote data management
- ✓ Sidewalk sales
- ✓ Basic Register



## Coffee Shops

- ✓ Customer Facing Tipping
- ✓ Remote Data Management
- ✓ Basic Register



## Pop Up Shops

- ✓ Take Payments Anywhere
- ✓ All-in-One makes setup simple and quick



Food and Dining (19%)

Repair Services

Personal Care (12%)

Home Improvement

Fashion (10%)

Furniture and Decor

Maintenance and Repair (6%)

Glasses and Optometrist

Tobacco (4%)

Entertainment

Beauty Products

Organizations and Associations



Cards and Stationery

Pharmacies

Financial

Advertising and Marketing

Healthcare

Medical Supplies and Labs

Computers

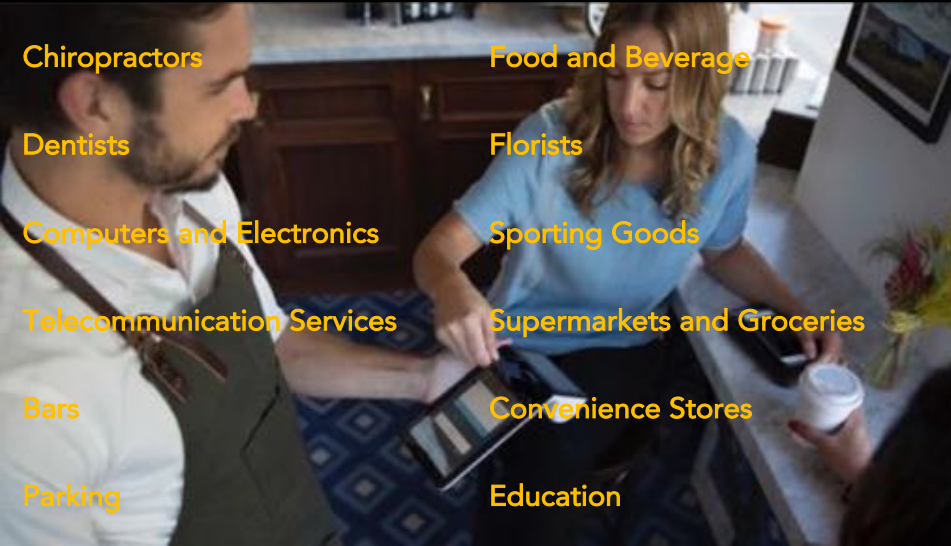
Construction Supplies

Car Parts and Accessories

Nurseries and Garden Centers

Car Dealers and Leasing

Photography



Chiropractors

Food and Beverage

Dentists

Florists

Computers and Electronics

Sporting Goods

Telecommunication Services

Supermarkets and Groceries

Bars

Convenience Stores

Parking

Education



Arts and Crafts

Lodging

Veterinarians

Real Estate

Physicians

Services and Supplies

Pets

Bookstores

Printing, Copying and Signage

Sports Clubs


Travel Agents and Tour Operators

Tailors



Question #4: What do customers say about Poynt?


# CUSTOMER TESTIMONIALS



**Superior Carstar Paint & Body**  
📍 TIPP CITY, OH

*"Easy and convenient to use!"*

"Superior Carstar Paint & Body is a second-generation family-owned business in Tipp City, OH. Greg wanted a solution that was easy and convenient to use. After Barb discussed the advantages of the POYNT point of sale, Greg enthusiastically said, 'Great, I'll take two!' Their sister business, Complete Auto Body, is also up and successfully running on POYNT!"



**CARSTAR** Elavon




**Bandalou Baby**  
📍 PALO ALTO, CA

*"The software is intuitive and very easy to use."*

"Bandalou loves Poynt for several reasons. Poynt helps us deliver a delightful purchase experience from our Silicon Valley baby showroom. The design of the Poynt terminal is stylish, simple, and compact and garners lots of compliments from our tech-savvy, design-conscious customers. The software is also intuitive and very easy to use. Customer service and support is top-notch."

BANDALOU BABY



**Bay Area Kids Dentist**  
📍 SANTA CLARA, CA

*"We love the combination of cutting-edge technology and credit card processing."*

"Bay Area Kids Dentist loves using our Poynt terminals! We have been with Poynt since the beginning, and we love the combination of cutting-edge technology and credit card processing."

BAY AREA KIDS DENTIST




**Izzy's Brooklyn Bagels**  
📍 PALO ALTO, CA

*"I love this technology!"*

"As the person managing accounting and transactions for Izzy's, Poynt makes it so easy to check transactions, process chargebacks and email customer receipts. At the end of the month, when I do my reporting, all of the information is in one place! We also love hearing from customers things like 'this is really cool, I love this technology,' or 'it's good to see payment technology like this in the US...finally!'"



MARIA, STORE MANAGER




**Krystal's Flower Shop**  
📍 WESLACO, TX

*"It's convenient for me and my customers."*

"For my fresh flower arrangement phone orders, I have the ability to send clients their receipt through email. It's convenient for me and my customers! Very easy technology to use!"

KRYSTAL'S FLOWER SHOP



**Needle in a Haystack**  
📍 ALAMEDA, CA

*"The new apps that are being added are a great advantage."*

"The new apps that are being added are a great advantage. We've already started using Homebase as a time-keeping app since it came to our Poynt terminal. The staff at Poynt have been fabulous to deal with and we'd buy another one in a heartbeat. Having great technology coupled with being able to use our existing processor has been fabulous."

KATHIE, STORE OWNER



# MORE CUSTOMER TESTIMONIALS



## 3 Geeks

📍 SANTA CLARA, CA

*"The Poynt device is very critical to our business operations."*

"The Poynt Smart Terminal has really been a huge asset at 3 Geeks as it has enabled us to offer the most modern payment experience. 3G, coupled with embedded receipt printing has helped us service our customers no matter where we are. Apps that come with the Poynt device really helps us have visibility and control over our sales, labour, cash and inventory. The Poynt device is very critical to our business operations."

—  
SWAROOP, FOOD TRUCK OWNER



## Candied Apple Pastry

📍 JULIAN, CA

*"The guests enjoy the variety of payments."*

"I love the simplicity of the system. I am most pleased with the amount of compliments that I get from guests. It really comes down to the customer facing screen. The guests enjoy the variety of payments, and the ease that they are able to use it. Every part of a restaurant is tailored to create an experience, the POS included. Poynt is a part of our experience here, more so than other systems that we have tried. We also prefer it because it has allowed us to get the best merchant services rates out there."



—  
NICO, STORE OWNER



## Cotton Candy Palace

📍 TAMPA, FL

*"Everyday usage works like a charm."*

"The Poynt terminal is very user-friendly and has unique functions that work great for our business. Everyday usage works like a charm since I can view up-to-the-minute transactions and past histories from the app on my smart phone."

—  
COTTON CANDY PALACE



## McCredy Motors

📍 NORWICH, NY

*"We are thrilled with Poynt's performance!"*

"Our Poynt device gives our customers quick options on how to obtain a receipt for their payment. We have had nothing but positive feedback on everything from Poynt being handheld and wireless, to the user friendly touch screens, and going paperless. We are still in awe over the reduction of paper we have seen. On the business side, the Poynt Dashboard is the first place I log into now every morning. The real time transactions and detailed reports are beyond what I could have ever imagined. McCredy Motors is only using a minimal amount of Poynt's potential, but we are thrilled with its performance on a daily basis. We highly recommend it to everyone, every day. Thank you Poynt team!"

—  
CARRIE NIXON, BUSINESS OFFICE



## Pop Tea Bar

📍 PALO ALTO, CA

*"Easy, fast and convenient!"*

"Easy, fast and convenient! we take the device with us to deliveries and can print a receipt right away thanks to Poynt's 3G capabilities and built-in printer!"



—  
MELISSA, STORE OWNER



## Pickles Deli

📍 PALO ALTO, CA

*"We love all of the intuitive features that Poynt has to offer."*

"We love how easy the Poynt system is to operate and love all of the intuitive features that it has to offer. They are constantly updating the features to keep up with the changing POS environment. Customers are amazed by the technology, and they love the speed of the chip reader which helps us get the food out faster during our fast paced business lunch crowd."

—  
PICKLES DELI



Question #5: How do I sell Poynt?

# Leading questions

"Do you have a Smart Phone or a Dumb Phone" [Smart vs Dumb]

"Do you need to remotely manage the business" [Cloud]

"Is your business growing or do you have multiple terminals in multiple locations" [Expandability]

"Do you only want to be doing basic credit/debit or do you want to manage cash and have daily reports" [Apps]

"Do you like to communicate with your customers right there at the cash register" [Personalize]



# Thank You



## Sales Support:

[poyntsales@goboomtown.com](mailto:poyntsales@goboomtown.com)

## Merchant Support:

Text '22666'

## Operations:

[success@goboomtown.com](mailto:success@goboomtown.com)