



Clover Point-of-Sale Solutions

Corporate Training

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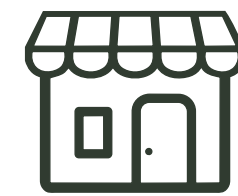


Clover Point-of-Sale Solutions

Transform your business operations with tailored payment processing systems designed for every industry. From delis to salons, we solve your most critical merchant challenges.



Understanding Your Business Needs



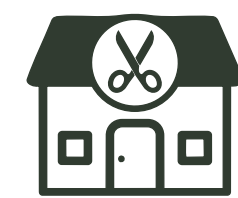
Retail Businesses

Deli, Bodega, 99 Cent Store, Drug Store, Pharmacy, Thrift Store, Clothing Store, Pawnshop, Jewelry Store, Furniture Store



Automotive Services

Car Shop, Autobody Shop, Dealership, Motorcycle Dealer, Bike Shop



Personal Services

Barber Shop, Hair Salon, Nail Salon, Tattoo Parlor, Spa



Food & Markets

Mini Mart, Market, Super Market, Fish Market, General Nutrition, Bakery, QSR

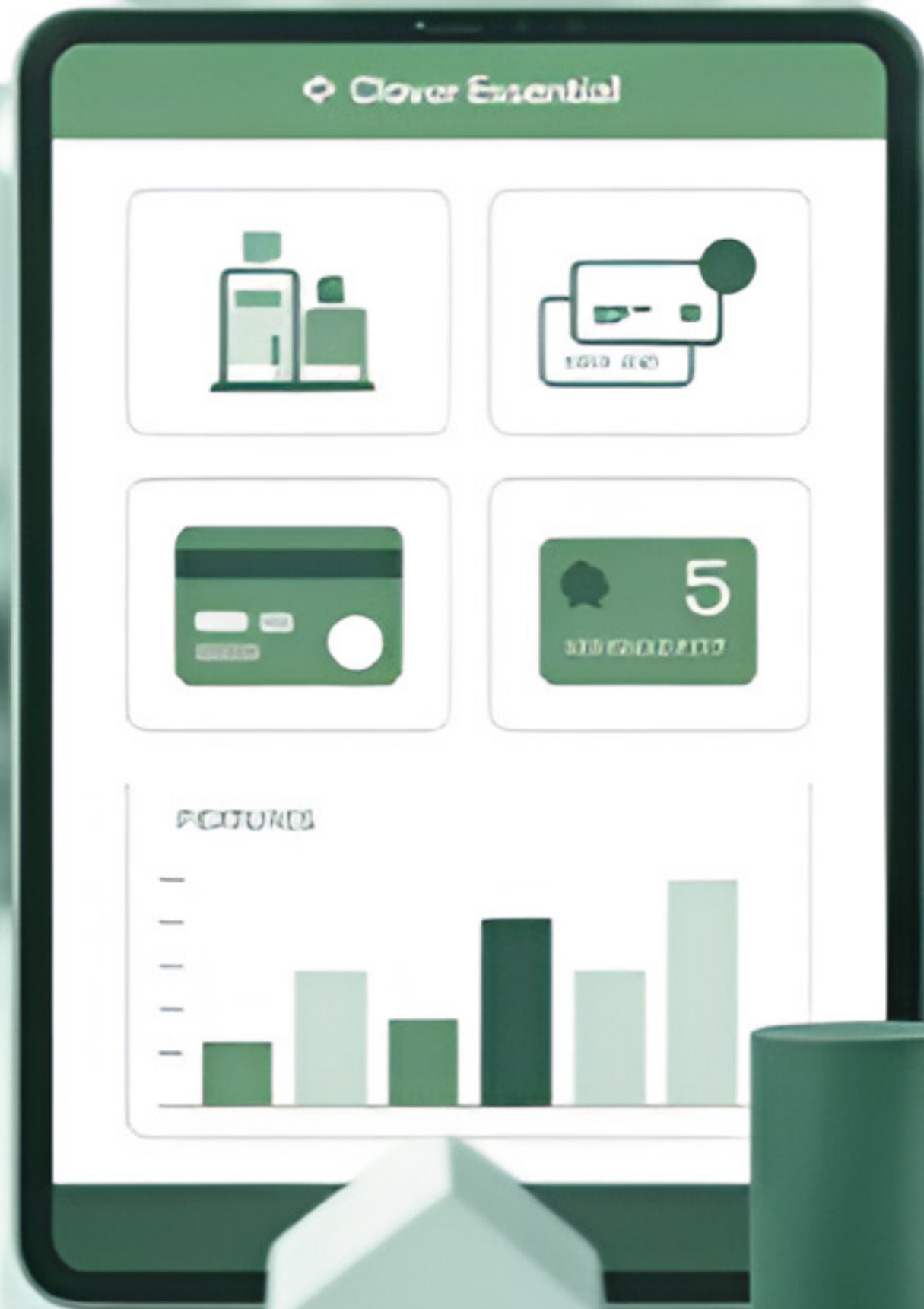
Clover Essentials Plan

Perfect for Simple Operations

\$29.95/month - Ideal for businesses without weight scales or complex inventory needs like car shops, clothing stores, and basic service providers.

- Fast credit card processing
- Simple sales tracking
- Compact Clover Mini device
- Basic reporting and analytics

Recommended for: Car Shop, Clothing Store, Hair Salon (basic services)





Top 10 Merchant Pain Points We Solve

- 1** **Limited Processing Capabilities**
Expand beyond basic transactions with advanced payment options and multi-channel processing
- 2** **High Fees and Rates**
Transparent pricing with competitive rates starting at \$29.95/month
- 3** **Integration and Setup Challenges**
Seamless installation with dedicated support and training
- 4** **Poor Customer Support**
24/7 support with personalized merchant services
- 5** **Security and Compliance Issues**
Bank-grade security with full PCI compliance protection
- 6** **Inefficient Inventory Management**
Real-time stock tracking, automated reorder points, and simplified management across multiple locations.
- 7** **Lack of Robust Reporting & Analytics**
Access to detailed sales data, customer insights, and performance metrics for smarter business decisions.
- 8** **Difficulty Implementing Loyalty Programs**
Integrated tools to create, manage, and track customer loyalty, discounts, and gift cards effortlessly.
- 9** **Cumbersome Employee Management**
Streamlined employee scheduling, and sales performance tracking directly from your POS.
- 10** **Limited E-commerce Integration**
Seamlessly connect your physical store with online sales platforms to manage inventory and orders centrally.



Additional Critical Challenges

Batch Settlement Issues

Automated daily settlements with real-time transaction tracking and reporting

Chargebacks and Disputes

Proactive chargeback management with dispute resolution support

Recurring Payments

Automated billing systems for subscription-based services and appointments

Card-Not-Present Processing

Secure online and phone order processing with fraud protection

Scalability Concerns

Flexible plans that grow with your business from startup to enterprise



Clover Retail Growth Plan

Advanced Inventory

\$84.95/month

Weight scale integration for accurate pricing of meats, produce, and bulk items

High-Volume Processing

Clover Station Duo handles busy retail environments with advanced tracking

Perfect For

Deli, Fish Market, Pharmacy, 99 Cent Store, Super Market



Clover Services Growth Plan

Appointment-Based Excellence

\$84.95/month - Designed for service businesses that rely on bookings and client management.

- Online appointment booking system
- Branded website creation
- Inventory tools for retail products
- Client management and history

Clover Flex handles bookings and payments seamlessly at your counter.

Appointment-Based Excellence

- Barber Shop
- Hair Salon
- Nail Salon
- Tattoo Parlor
- Spa



Restaurant Growth Service Plan



Kitchen Integration

Kitchen display systems for fast order preparation and coordination



Online Ordering

Uber Eats integration and online ordering for takeout and delivery



Weight Integration

Scale integration for deli items and precise food portioning

\$89.95/month - Clover Station Duo with KDS keeps your kitchen and customers satisfied. Perfect for Deli, Bodega, Mini-mart, Bakery with food prep.

Your Simplified Sales Interaction

01

Initial Contact

"Hello, I'm reaching out because you inquired about Clover. Could you share about your business and how you operate?"

02

Targeted Follow-up

Ask specific questions: weight scales for retail, appointment bookings for services, or food prep for restaurants

03

Plan Recommendation

Match their needs to the perfect plan with 2-3 key features and specific equipment

04

Value Proposition

"We value your business and are committed to your success with reliable merchant services, and here is how..."

05

Close the Sale

"Can we schedule delivery and installation this week?"

Best Practices: Discovery & Qualification

Targeted Questioning

Begin by asking open-ended questions to understand their core business model, daily operations, and long-term goals.

Uncover Pain Points

Identify current frustrations with their existing POS, payment processing, inventory, or customer management systems.

Profile Business Needs

Categorize their business (retail, service, restaurant) and estimate transaction volume to recommend the ideal Clover plan.

Assess Technical Readiness

Evaluate their current hardware, internet connectivity, and any existing software integrations to ensure a smooth transition.

Map Decision Process

Understand who the key decision-makers are, their timeline for implementation, and any budget constraints.

The Clover Youtube Channel: A Sales Rep's Essential Resource

Leverage the official Clover YouTube channel to deepen your product knowledge and enhance your sales approach. It's an invaluable tool for understanding different plans, features, and effective positioning strategies for merchants.



Product Demonstrations

Watch detailed walkthroughs of Clover devices and software features. These visuals help you understand the user experience and address merchant questions



Customer Success Stories

Explore real-world case studies and testimonials from satisfied merchants. Use these stories to build credibility and demonstrate Clover's tangible benefits



Training Videos & Tutorials

Access a library of educational content designed to help you master Clover's ecosystem. From basic setup to advanced integrations, these videos



Feature Updates & Innovations

Stay current with the latest software updates and new feature releases. Being informed allows you to highlight new advantages and reinforce Clover's



Effective Positioning Strategies

Learn how to tailor your pitch to specific merchant needs. The channel offers insights into leveraging demonstrations and success stories to clearly

The Clover App Market: Expanding POS Capabilities

Unlock new functionalities and streamline your operations with the official Clover App Market.

Payment & Financial Apps

Streamline accounting, invoicing, payroll, and implement robust loyalty programs to manage finances and enhance customer retention.

Inventory Management Apps

Effortlessly track stock levels, manage supplier orders, and optimize purchasing to ensure your inventory is always perfectly balanced.

Employee Management Apps

Simplify HR with tools for scheduling, time tracking, commission management, and payroll processing for efficient team oversight.

Marketing & Customer Engagement Apps

Connect deeply with your audience through email marketing, social media integration, customer feedback, and targeted promotions.

Restaurant-Specific Apps

Tailored solutions for food service, including online ordering, delivery integration, table management, and efficient kitchen display systems.

Retail-Specific Apps

Enhance your retail experience with e-commerce integration, advanced barcode scanning, customer relationship management, and special pricing.

Business Analytics & Reporting Apps

Gain valuable insights with detailed sales reports, performance dashboards, and customer behavior analytics to make informed decisions.

Integration Apps

Seamlessly connect Clover with popular third-party services like QuickBooks, Mailchimp, and other essential business software.

Clover Product Training From First Data/Fiserv

Empower your sales team with comprehensive training resources designed to maximize their effectiveness in positioning and selling Clover POS systems. The Clover Product Training platform, provided by First Data/Fiserv, offers a centralized hub for all essential learning materials.

Product Knowledge Training

Dive deep into Clover hardware specifications and software features, ensuring a thorough understanding of the entire product ecosystem.

Sales Training

Master effective positioning strategies, objection handling techniques, and closing skills to confidently present Clover solutions.

Technical Training

Learn about system setup, common troubleshooting steps, and seamless integration processes for various business environments.

Industry-Specific Training

Gain insights tailored for retail, restaurant, and service businesses, understanding unique needs and how Clover addresses them.

Competitive Analysis Training

Understand the competitive landscape, learn to differentiate Clover from alternatives, and highlight its unique value propositions.

Customer Success Stories & Case Studies

Leverage real-world examples and testimonials to build credibility and illustrate the tangible benefits of Clover for various clients.

Certification Programs

Achieve official certifications that validate expertise and enhance professional credibility in selling and supporting Clover products.

Ongoing Education Resources

Stay current with continuous learning materials, updates, and best practices to maintain a leading edge in the market.

Best Practices: Presentation & Closing



Tailored Demonstrations

Showcase Clover features that directly solve the merchant's identified pain points and align with their specific business type.



Build Confidence with Trials

When appropriate, offer a limited trial or a low-commitment soft close to allow merchants to experience Clover's value firsthand.



Proactive Objection Handling

Listen actively to concerns, provide clear and confident solutions, and leverage success stories or testimonials when relevant.



Value-Based Pricing

Frame pricing around the return on investment and long-term benefits. Be transparent about all costs and what's included.



Foster Immediate Action

Highlight current promotions, seasonal advantages, or the quantifiable benefits of adopting Clover now versus delaying.



Define Clear Next Steps

Conclude every interaction with a concrete call to action, such as scheduling installation, sending a detailed proposal, or a follow-up meeting.

Ready to Transform Your Business?



Complete Setup

We handle equipment delivery, installation, and team training

24/7 Support

Dedicated merchant services with ongoing assistance

Business Growth

Scalable solutions that evolve with your success

As an ISO partner, you have the power to customize these solutions for your merchants. Let's help businesses thrive with Clover's comprehensive payment processing systems.



Pricing Plans & Presentation Guide

Value Added Partner Program Training

Clover Pricing Plans & Presentation Guide

Welcome to your comprehensive guide for presenting Clover's suite of payment solutions to merchants across various industries. This presentation will provide you with plan details, device information, and effective selling strategies to help you confidently match the right Clover solution to each customer's specific business needs.

Use this guide to navigate the six plan options, understand which industries and business types benefit most from each plan, and learn how to effectively demonstrate the value of Clover's hardware and software ecosystem.

First
Data
Clover

Device Overview & Presentation Fundamentals

Device Quick Reference

- Go: Mobile reader for smartphones/tablets
- Flex / Flex Pocket: Handheld POS (Pocket has no printer)
- Mini: 8" countertop POS with built-in printer
- Compact: Streamlined countertop terminal
- Station Solo: 14" merchant display with receipt printer and cash drawer
- Station Duo: Solo + 8" customer display
- KDS: Kitchen display screens; Kiosk: 24" self-order station

Presentation Approach

Start with their business type

Begin by asking: "Tell me about your business — is it retail, restaurant, services, healthcare...?"

Focus on relevant plans

Only present plans that match their industry to keep the conversation targeted

Emphasize daily features

Highlight capabilities they'll use every day to build value over price

Be transparent about costs

Clearly explain: "Your first device is \$X/month, each additional device is \$X/month"

Always use "what it means for you" language to keep the presentation customer-focused and relevant to their specific business needs.



Starter Clover Plan

All Industries – No Equipment Required

Pricing Structure

\$0/month for first device \$11.95/month per additional device (Clover Go readers excluded)

Key Features

- Accept in-person, keyed, or online payments
- Virtual Terminal for phone/mail orders
- Invoicing with payment links
- Works with Clover Go mobile readers
- Clover app for payment acceptance
- Basic reporting

Equipment Options

- Clover Account (no hardware) — Run Virtual Terminal from browser; add invoicing/recurring as needed
- Clover Go — Chip/tap reader + Go app on iOS/Android; optional Go Dock for countertop use
- Flex / Flex Pocket — Handheld POS (Pocket is lighter with digital-only receipts)
- Mini — Compact countertop POS with built-in receipt printer
- Compact — Small countertop terminal for quick, simple checkouts

Presentation Tip: If you just need secure payment processing without full POS features, this is the leanest, most cost-effective plan.

Not Included

- No tax line
- No surcharge option
- No advanced invoicing

Common Add-ons (Starter –Compatible)

- Cash drawer (with Mini; Stations include one)
- Barcode scanners (Zebra DS2208/DS9308)
- Sticky label Printer (Epsom TM-L90)
- No advanced invoicing
- Thermal receipt printer (Star TSP143)



Target Markets

- Low-volume merchants
- Hobby businesses
- Merchants who don't need hardware
- Flea market & street fair vendors

Essentials Plans

All Industries

Pricing Structure

\$29.95/month first device \$11.95/month per additional device

Key Features

- Accept in-person, keyed, or online payments
- Virtual Terminal for phone/mail orders
- Invoicing with payment links
- Works with Clover Go mobile readers
- Clover app for payment acceptance
- Basic reporting

Equipment & Accessory Options

Devices

All options from Starter Plan, plus fuller item/catalog tools

- Clover Go with optional dock
- Flex / Flex Pocket
- Mini
- Compact

Useful Accessories

- CAS SW-RS scales (for weighed goods)
- External printers (kitchen/impact or thermal)
- Barcode scanners
- Cash drawer

Not Included

- No scale integration
- No kitchen access

Target Markets

- Quick-Service Restaurants
- Small Retail Stores
- Service Providers
- Food Trucks & Mobile Vendors
- Professional Services



Presentation Tip: Think of this as your business starter kit — you get payments plus the essentials to run day-to-day operations.

Retail Growth Plan

Pricing Structure

\$84.95/month first device \$19.95/month per additional device

Key Features

- Advanced inventory with variants, modifiers, sub-categories
- Cost tracking & product mix reporting
- Online store with BOPIS (Buy Online, Pick Up In Store)
- Loyalty & promo tools
- Weight scale integration
- Online marketing tools

Equipment Configuration

Presentation Tip: Best for busy shops — more inventory control, richer reporting, and built-in ways to keep customers coming back.

Recommended Devices

- Station Duo — Counter checkout with customer-facing screen (retail workhorse)
- Station Solo or Mini — For tighter counters
- Flex / Flex Pocket — For line-busting, curbside, or pop-ups

Retail Peripherals

- Zebra barcode scanners (DS2208 handheld / DS9308 hands-free)
- Epson TM-L90 label printer (shelf/merch labels or order stickers)
- Star TSP143 thermal receipt printer
- Clover cash drawer
- CAS SW-RS weight scale (for deli/candy/bulk)

Note: Clover's retail page highlights Compact for basic builds and Station Duo for higher volume lanes; Flex is commonly added for mobility.



Not Included

- No kitchen printers
- No third-party printers

Target Markets

- Specialty Retail Stores
- Apparel & Footwear Shops
- Gift & Jewelry Stores
- Health & Wellness Retailers
- Hobby & Craft Stores

Restaurant Growth Plan

Full-Service & Table Service

Pricing Structure

\$89.95/month first device \$19.95/month per additional device + \$25/month per Kitchen Display (14" or 24") + \$34.95/month per Kiosk

Key Features

- Floor plans & table management
- Tableside ordering & payment
- Online ordering, delivery, QR code menus
- Integrations with DoorDash, UberEats, Grubhub
- Weight scale integration
- Third-party printer compatibility
- Kitchen printers
- Dedicated website ordering & Google Orders
- Streamlined menu screens for fast ordering
- Combo creation & kitchen printing
- QR code ordering & pickup notifications

Equipment Configuration

Front-of-House

- Station Solo (includes printer + cash drawer) for counter
- Station Duo adds customer display (ideal for high volume)
- Flex / Flex Pocket for tableside ordering & pay-at-table

Back-of-House

- Kitchen Display System (KDS) touch screens
- Star SP742ML impact printers for prep stations
- Clover Kiosk (24" self-order with built-in printer)

Accessories

- Star TSP143 thermal receipt printers
- Cash drawer (included with Stations)
- Epson TM-L90 label printer for expo/drink labels

Note: Clover's restaurant pricing pages show Station Solo in Starter bundles, adding Flex and then Station Duo as you move up tiers—use that as your bundle cue.

Presentation Tip: Perfect for appointment-based businesses — you can manage your schedule and payments all in one place.



Target Markets

- Bars & Pubs
- Fast Casual & Quick-Service
- Cafés & Coffee Houses
- Specialty Food Concepts
- Full-Service Restaurants

Healthcare Plan

Pricing Structure

\$0/month first device \$11.95/month per additional device

Key Features

- HIPAA-conscious payment environment
- Basic POS & patient payment tracking

Not Included

- No surcharge
- Limited third-party app support
- No tax line

Healthcare Setup Options

Front Desk / Clinic Setups

- Mini at reception for fast co-pays
- Flex / Flex Pocket for room-side or curbside collection
- Station Duo/Solo for higher-volume practices
- Go for mobile events

Reference Configurations

Clover's healthcare guidance highlights Flex, Mini, Station Duo/Solo, Compact, Kiosk, and KDS as options based on workflow:

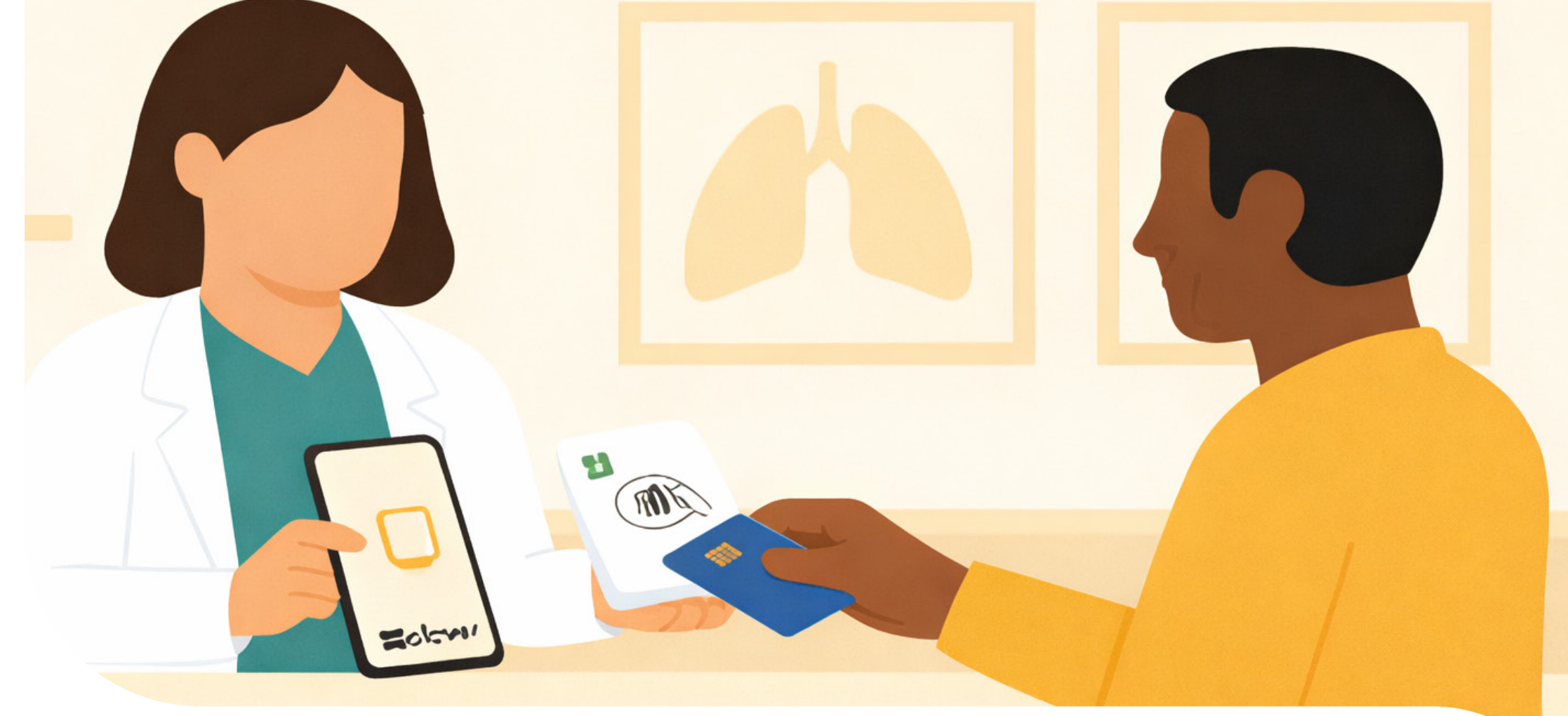
- Use Mini/Flex for simplest HIPAA-friendly patient-pay flows
- Scale up to Duo + Kiosk for busy front desks

Healthcare Peripherals

- Cash drawer for cash payments
- Scanners if retailing OTC goods or skincare products
- (No retail scale in typical clinics)
- Receipt printers where needed

Target Markets

- Dental Offices
- Chiropractors & Physical Therapists
- Optometrists & Eye Care Centers
- Wellness Providers
- Medical Practices



Presentation Tip: Built for the business of care — HIPAA-conscious, easy to use for front-desk staff, and powerful enough to manage payments, scheduling, and patient records all in one place.



Key Takeaways

- Focus on merchant pain points
 - Demonstrate ROI clearly
 - Follow up consistently
 - Track your performance
 - Always be improving

You've got the knowledge. You've got the tools. Now it's time to put everything into action and close those deals! Remember that sales isn't just about talking—it's about listening, solving problems, and creating value for your merchants.

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