

S2SQUARE AUTHORIZED REPRESENTATIVE PROGRAM

EZ AI Visibility Representative Training

Solution support provided through EZsolutions

Smarter Payments. Better Processes. Stronger Growth.

Bringing People, Process and Profits Together

www.s2square.com

S2Square is a trade name of Global Business Solutions International, LLC. Solutions are delivered through approved technology and processing partners.

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WHAT IS EZAI?

AI Visibility That Gets Businesses Discovered

EZai helps businesses improve their visibility in AI search responses across ChatGPT, Perplexity, Google AI Overviews, Claude, Grok, and other AI platforms.

We don't run ads.

We optimize AI discoverability.

When a business shows up in AI answers, they get more visibility, more credibility, and more high-intent customers.

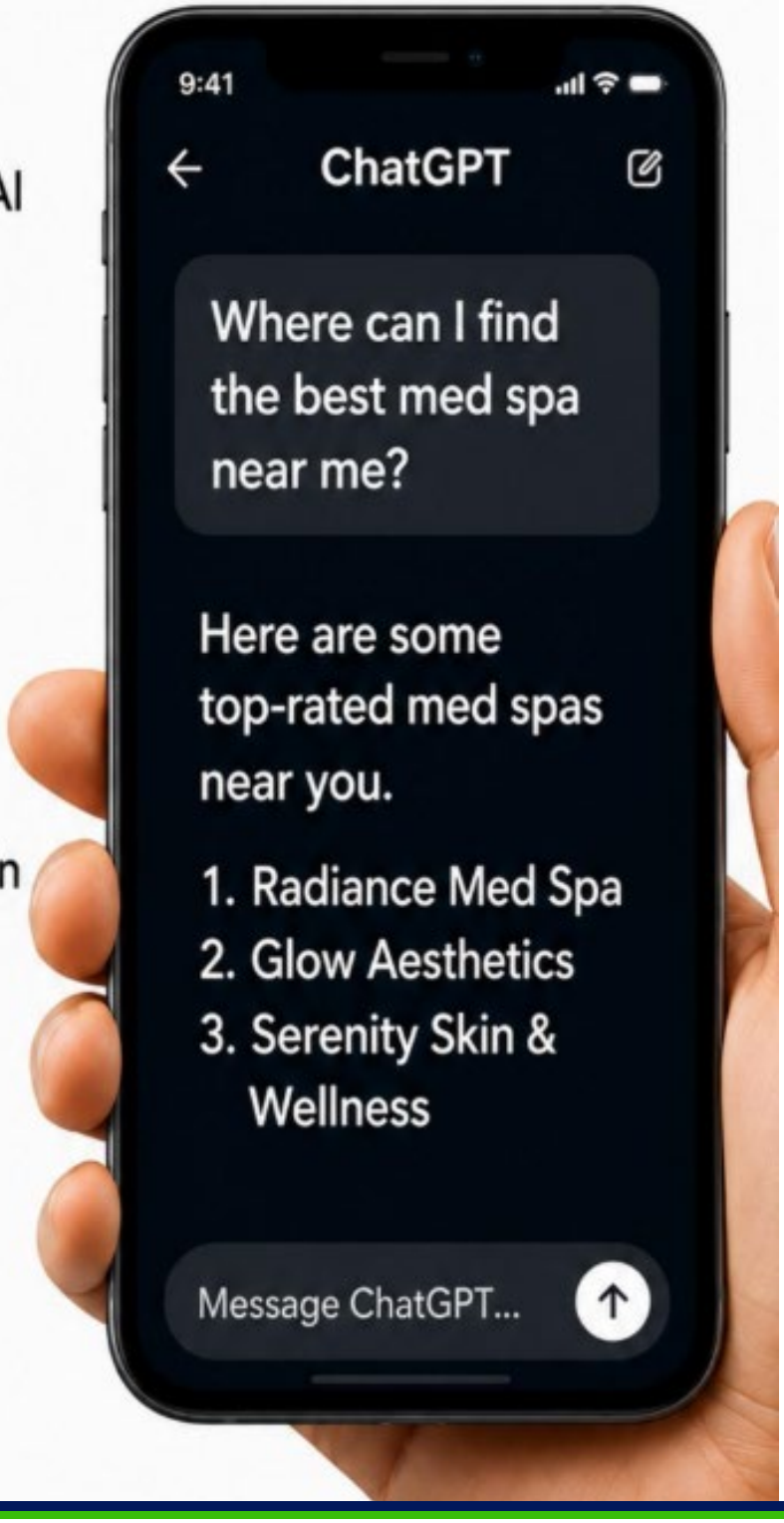


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WHY IT MATTERS

Consumer Behavior Is Changing

- More people are using AI to find and evaluate businesses.
- AI recommendations influence real-world decisions.
- If a business isn't visible in AI... they don't exist to a growing segment of customers.



AI Visibility = Future Visibility

WHY THIS WORKS

You're hitting the exact pain point backed by current research:

- **65.9%** of businesses are effectively invisible in AI search.
- Businesses can rank well on Google but **never be mentioned** in AI answers.
- AI search now drives **30%** of global search activity and is rising fast.
- AI visitors convert **4.4×** better than traditional search visitors.
- **44%** of consumers use AI as their **primary source** for purchase decisions.

This means your "30-second check" is not a gimmick — it's a wake-up call.

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THE EZAI SOLUTION

Get Optimized and Be Discovered Across Many AI Platforms

EZai optimizes your business information so AI systems can understand, trust, and recommend you.

We improve how AI sees you across:

- ChatGPT
- Perplexity
- Google AI Overviews
- Claude
- Grok
- And more



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THE RESULTS

Stronger Visibility.
More Customers.
Real Growth.

- Get discovered by more high-intent customers
- Build trust and credibility through AI recommendations
- Drive more calls, website visits, and real-world business



We don’t promise clicks. We deliver visibility that drives business.

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THE AI VISIBILITY SCORECARD

Your Conversation Starter and Close Tool

Our **FREE** AI Visibility Scorecard shows businesses how visible they are in AI search results—and exactly where they can improve.



It's FREE.

It's instant.

It opens doors.

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MAKE IT RELEVANT

EZai Helps Businesses in Every Industry



RESTAURANTS



HOME SERVICES



MED SPAS



DENTISTS



LAW FIRMS



AUTO SERVICES



REAL ESTATE



FITNESS



AND MORE

If consumers can search for it, AI can recommend it.

If AI can recommend it, EZai can help.

EZAI
Artificial Intelligence by EZsolutions

WE'RE SO CONFIDENT EZAI WILL WORK FOR YOU, WE BACK IT 100%.

No Long-Term Contracts. Just Results.

MONEY BACK 50 DAY GUARANTEED

OUR 50-DAY MONEY BACK GUARANTEE

We want you to be completely confident in EZai. If you're not satisfied for any reason, cancel within 50 days and we'll refund your first month's fee.

- Try EZai risk-free
- See real results
- Zero risk. Total confidence.

NO LONG-TERM CONTRACTS JUST MONTH-TO-MONTH FREEDOM

We believe in earning your business every single month.

FLEXIBLE
Month-to-month service gives you complete flexibility.

NO PENALTIES
Cancel anytime with no cancellation fees or penalties.

RESULTS MATTER
We're confident in our AI-powered results—that's why you're never locked in.

CONFIDENCE THAT DELIVERS RESULTS

EZai's AI Discovery Engine™ is designed to increase your visibility in AI search results, drive more qualified traffic, and grow your business. We're so confident in our platform, we let our results do the talking.

BE FOUND
Appear in AI-powered search results and recommendations.

GET RESULTS
More visibility leads to more traffic, leads and customers.

ZERO RISK
50-day money back guarantee gives you peace of mind.

STAY FLEXIBLE
No long-term contracts. Month-to-month freedom.

JOIN CONFIDENTLY. STAY BECAUSE IT WORKS.

Try EZai today—risk-free for 50 days!

MONTH-TO-MONTH
NO LONG-TERM CONTRACTS
Cancel Anytime.
No Fees. No Hassle.

50 DAYS TO TRY. MONTH-TO-MONTH TO STAY.

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GET YOUR FOOT IN THE DOOR

Start With a Simple Question

- How's business been lately?
- What's been your biggest challenge in getting new customers?
- Have you noticed more people using AI to find businesses these days?



LISTEN FIRST.
SOLVE SECOND.
THAT'S HOW YOU EARN TRUST.

9 PROSPECTING OPENERS

Use These High-Impact Lines

I help businesses get discovered in AI search—so more customers can find you.

People are using AI to find businesses now. Want to see how visible you are

I have a free AI Visibility Scorecard that shows how you rank when people search your business

Want to see how you compare to your top competitors in AI search?*



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TARGET HIGH-RISK MERCHANTS

Open Doors Where Traditional Marketing Can Be More Difficult



High-risk merchants like CBD and hemp retailers face strict advertising restrictions, and limited promotion options.

EZai helps them get discovered on AI platforms—where restrictions don't apply.

That creates a strong prospecting opportunity for EZai.

11 HIGH-OPPORTUNITY CATEGORIES



CBD & HEMP RETAILERS

Faced with restrictions on advertising and promotion across many platforms.



VAPE & SMOKE SHOPS

Often limited in digital advertising and high competition.



FIREARMS & SPORTING-GOODS DEALERS

Advertising policies can restrict promotion of certain products, making organic discovery critical.

13 SALES TIP



Don't position EZai as a way to circumvent advertising restrictions.

Position it as a way to improve the business's legitimate organic digital presence and help AI systems better discover and understand the business, subject to each AI platform's own policies.

14 THE OPPORTUNITY



Harder to advertise traditionally = a stronger reason to discuss additional organic discovery channels.

ASK THEM:

“WHEN SOMEONE ASKS AI WHERE TO FIND A BUSINESS LIKE YOURS, DOES IT RECOMMEND YOU?”

15 PRESENT THE SCORECARD

Make It Visual. Make It Real.

1. Run their FREE AI Visibility Scorecard
2. Walk them through their results
3. Show opportunities and improvements
4. Position EZai as the solution



People don't buy features. They buy better results.


EZAI
Artificial Intelligence by EZsolutions
EZai SIGN UP STEPS
Simple. Fast. Get Started Today.
1 CLICK TO SIGN UP
Be the Business AI Recommends
GET STARTED
Click the "Get Started" button on our website to begin.
2 FILL OUT FORM & ENTER PROMO CODE FOR DISCOUNT
Create Your Account
Business Name
Full Name
Email Address
Phone Number
Promo Code
EZAI25
SIGN UP
Complete the form with your business information and enter your promo code to receive your discount.
3 E-SIGN AGREEMENT
SERVICE AGREEMENT
Signature
John Smith
Date 5/20/2025
Review and electronically sign the agreement securely online.
4 SETUP ONBOARDING APPOINTMENT
Schedule Your Onboarding Appointment
Choose a date and time that works best for you.
May 2025
Available Times
9:00 AM
11:00 AM
1:00 PM
3:00 PM
CONFIRM APPOINTMENT
Choose a convenient date and time for your onboarding appointment and we'll take it from there!
YOU'RE ALL SET!
We'll guide you through onboarding and help your business become the business AI recommends.
DISCOVERED
RECOMMENDED
GROWING


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THE TROJAN HORSE
Use EZai to Open Bigger Doors.
EZai is the Trojan Horse that gets you in the door with business owners.
Once they see the value, you can cross-sell and upsell other solutions that help them grow.
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EZAI
Artificial Intelligence by EZsolutions
AFTER THE SALE
WE TAKE IT FROM HERE
You Make the Sale. EZsolutions Handles the Aftercare.
Once your client signs up for EZai, you don't become their customer service department. EZsolutions handles it all!
EZsolutions Handles:
CUSTOMER ONBOARDING
We guide the client through the onboarding and implementation process.
ACCOUNT SETUP & IMPLEMENTATION
Our team works directly with the business to get their EZai services set up.
ONGOING CUSTOMER SERVICE
Questions? Issues? Need assistance? Our team handles it.
TECHNICAL SUPPORT
EZsolutions provides ongoing support for the EZai services.
ACCOUNT SUPPORT
We work directly with the client regarding their EZai account and service.
YOUR JOB?
Keep Selling. Keep Building Your Portfolio. Keep Earning Residuals.
You bring us the client. We take care of them.
SALES TIP
Aftercare is part of the value proposition.
When you sell EZai, you're not taking on another account you have to service every day. EZsolutions handles onboarding, implementation and ongoing customer support.
THE BENEFITS TO YOU
NO CUSTOMER SERVICE CALLS
MORE TIME TO SELL & GROW
FOCUS ON WHAT YOU DO BEST
EARN RESIDUALS IN PERPETUITY
EZAI
YOU SELL IT. WE SUPPORT IT. YOU KEEP EARNING.


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PARTNER WITH PURPOSE
You're Not Just Selling.
You're Helping Businesses
Win in the AI Era.
You're solving a real, growing problem
You're helping businesses stay visible and competitive
You're building long-term client relationships
REAL IMPACT.
REAL RELATIONSHIPS.
REAL REWARDS.
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18 YOU'VE GOT THIS

You Have a Powerful Solution. Now Go Share It.

- Start conversations
- Deliver value
- Build trust
- Close more deals
- Change how businesses get discovered



LET'S ADD MORE BUSINESSES TO YOUR PORTFOLIO.