S2SQUARE AUTHORIZED REPRESENTATIVE PROGRAM

EZonline Ordering Representative Training

Solution support provided through EZsolutions and RevitPay

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.

S2SQUARE
Bringing People, Process, and Profits Together.
– MERCHANT SERVICES –

EZonline ORDERING
Powered by Revitpay

THE OFFICIAL EZonline ORDERING RESTAURANT SALES FIELD GUIDE

AUTHORIZED DEALER EDITION

- Help Restaurants Make More Money
- You Earn More Residual Income
- Help Restaurants Own Their Customers
- Grow Your Business



MORE PROFIT. | MORE CUSTOMERS. | MORE FREEDOM.

1 WHY RESTAURANTS WANT EZonline

Restaurant owners don't buy software.
They buy results.



MORE PROFIT
Keep more of every order.

MORE CUSTOMERS
Attract and retain loyal guests.

MORE REPEAT BUSINESS
Build lasting relationships.

CUSTOMER OWNERSHIP
You own the relationship
and the data.

BRAND CONTROL
Your brand.
Your way.
Your experience.

SIMPLICITY
Easy to use.
Easy to manage.
Easy to grow.

> "EZonline Ordering helps us keep more money and build stronger relationships with our customers."
>
> Alfonzo Reyes Jr.
> El Azteca Mexican Grill

2 THE SALES CONVERSATION

Never start with...

> "We sell online ordering."

Start with...

> "How much did DoorDash charge you last month?"

That one question changes the entire conversation.



SALES TIP

Lead with a question about their business, not your product.

3 THE THREE QUESTIONS EVERY RESTAURANT MUST ANSWER

1. How much did DoorDash charge you last month?



2. Who owns your customer data?



3. Would you rather keep that money?





CLOSE MORE DEALS

Ask these three questions, listen to the answers, and show them how EZonline Ordering is the solution.

4 EZonline ORDERING VS. THE BIG THREE

FEATURE	EZONLINE ORDERING	DOORDASH MARKETPLACE	UBER EATS MARKETPLACE	GRUBHUB MARKETPLACE
Restaurant Website Ordering	✓	✗	✗	✗
Owns Customer Relationship	✓	✗	✗	✗
Owns Customer Data	✓	✗	✗	✗
Marketplace Commission	NONE	Up to 35%	Up to 35%	Up to 35%
Controls Branding Experience	✓	✗	✗	✗
Promotes Only Your Restaurant	✓	✗	✗	✗
AI Search Optimization	✓	✗	✗	✗
Reputation Management	✓	✗	✗	✗
Zero-Net Credit Card Fee Option	✓	✗	✗	✗



We're not replacing deliveries.

We're replacing marketplace commissions.

5 THE BIG THREE MARKETPLACES

DOORDASH

Strengths

- Large marketplace
- Consumer awareness
- Large driver network

Challenges

- Marketplace commissions 15%-30%
- Customer relationship belongs to DoorDash
- Restaurant competes against other restaurants
- Less control over branding

Uber Eats

Strengths

- National brand
- Large delivery network
- Consumer convenience

Challenges

- Marketplace commissions 15%-30%
- Customer relationship belongs to Uber Eats
- Less control over customer marketing

GRUBHUB

Strengths

- Established marketplace
- Strong delivery network
- Brand recognition

Challenges

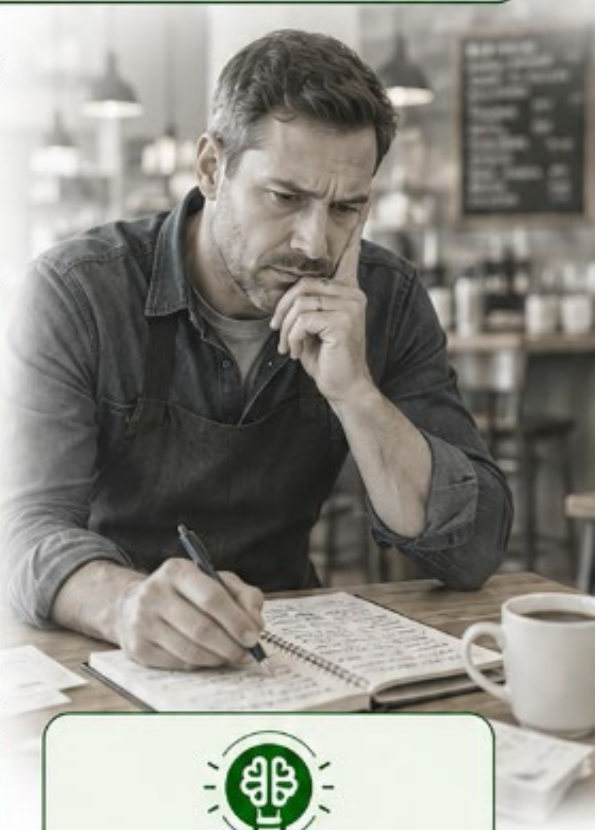
- Marketplace commissions 15%-30%
- Customer relationship belongs to GrubHub
- Less control over repeat business

6 INSIDE THE OWNER'S MIND



> ***"Before you can help a restaurant grow, you must first understand what keeps the owner awake at night."***

By 9:00 AM Monday — before the doors even open — most owners have already made twenty decisions. Walk in asking to demo your software and you're talking about what matters to you.
Not what matters to them.



5 THINGS OWNERS THINK ABOUT DAILY

- **Customers** — how do I attract more, and keep them coming back?
- **Profit** — what's actually left after every expense?
- **Employees** — hiring, training, scheduling, turnover.
- **Reputation** — one bad review can influence hundreds of guests.
- **Time** — there is never enough of it.

THE 4 EMOTIONAL DRIVERS

- **Hope** — "I hope this brings us more customers."
- **Fear** — "I don't want to lose more business."
- **Pride** — "I want my restaurant to be the best."
- **Security** — "I want confidence my business will succeed."

SALES PRO TIP

People justify purchases with logic. They make purchases with emotion. Always speak to both.

UNDERSTAND FIRST. RECOMMEND SECOND.

7 OUTCOMES, NOT FEATURES



> *Customers don't buy what your product does. They buy what your product does for them.*

A feature describes what a product has or does. An outcome answers the question every owner is really asking: ***"How does this help my business?" The Golden Rule:*** never stop at the feature — always explain the outcome.

DON'T SAY	SAY
"Our system includes online ordering."	*"We help restaurants increase direct orders while keeping more profit from every sale."*
"We have AI Search Optimization."	*"We help your restaurant get found by more hungry customers searching online."*

EVERY FEATURE MUST ANSWER

1. How does this help the restaurant make more money?
2. How does this save the restaurant time?
3. How does this improve the customer experience?

Can't answer at least one? Don't present the feature.

SOFTWARE IS THE VEHICLE. GROWTH IS THE DESTINATION.

8 COLD CALL PROSPECTING SCRIPTS

REFERENCE CARD



1 THE DIRECT VALUE OPENER

"John, let me ask you something. If I can generate an additional $2,000 to $5,000 in monthly revenue without adding tables, hiring more staff, or increasing your advertising budget, would you sit down for 5 minutes and see how?"

2 THE EXISTING CLIENT

"It's been amazing to see your savings on processing so far. I'd like to show you a solution that's helping other local restaurants increase their visibility and sales with AI. Let me show you what they're doing."

3 THE AI ANGLE

"More younger customers are using AI tools like ChatGPT to decide where to eat. I'd like to show you how your competition is making sure they're the ones AI recommends to this crowd — and how that translates into more direct orders from the same customers, without changing anything. Do you have 5 minutes, or is tomorrow morning better?"

4 THE MARKETPLACE FEE OPENER

"Several restaurants in this area are already using a platform that's helping them increase online orders while reducing those ridiculously high delivery fees. I know some are at 30% — what is DoorDash taking from you? I'd hate for you to miss out while your competitiors get ahead. Let me show you what they're doing."

5 THE AVERAGE LOSS OPENER

"Most restaurant owners don't realize how much money they're losing every month on online ordering fees. The average is $1,500 a month. Let's take a look at exactly what you're losing a month. Come sit with me for 5 minutes."

6 THE ZERO-NET-COST OPENER

"If I could help you make more money from the customers you already have, at zero net cost, without changing your food or your staff, would you be willing to give me 10 minutes?"

7 THE TRUSTED ADVISOR INTRODUCTION

"You've trusted me with your payment processing, so when I find something that can genuinely help your business, I want to bring it to you. I think this could significantly increase your revenue while lowering your online ordering fees. It's 10 minutes — did you want to see it now, or does tomorrow morning work better?"

8 BONUS: PATTERN-INTERRUPT OPENERS

Designed to immediately capture attention.

Would you rather...
"Would you rather pay DoorDash 25% of every order, or keep that money in your own business?"

Quick question...
"Quick question — if I could show you how to increase online sales by 15% to 30% while paying zero in commissions and zero net cost, would that be worth 10 minutes?"

Most restaurant owners...
"Most restaurant owners I meet don't realize they're sitting on thousands of dollars in wasted delivery fees. I'd like to show you where I think you're leaving money on the table."

THE HIGHEST-CONVERTING INTRODUCTION

"John, I've been working with restaurant owners to help them increase revenue by $1,000 to $5,000 per month while reducing third-party ordering commissions to zero. I think we can do the same thing here — I'm sure you'd rather pay zero than 25%, right? Give me 10 minutes to show you what the competition is doing. Do you have time now, or does tomorrow morning work? 9 or 9:30?"

9 SHOW THEM THE MONEY

1 Their Own Online Ordering

In-Store Order	$ 45.00
+15% Add 15%	$ 6.75
	$ 51.75
Credit Card Processing	$ 2.07
Restaurant receives	$ 49.68
Difference	$ 4.68

VS

Third-Party DoorDash 2

In-Store Order	$ 45.00
+25% Plus Markup 25%	$ 11.25
	$ 56.25
DoorDash Commission	$ 14.06
Restaurant receives	$ 42.19
Difference	$ 2.81



You keep $ 7.49 more per order

That's **more profit** in your pocket!



10 WHY YOU WIN EVERY TIME

- Additional credit card processing volume from online orders
- Stronger merchant relationships
- More reasons to call existing customers
- Better customer retention
- Grow as your merchants grow



> “Every online order is another opportunity to increase your processing volume and recurring revenue.”

11 "THE TROJAN HORSE"

- Build trust and a lasting relationship.
- Opens the door to sell your flagship products like processing and POS to customers who normally would not entertain the conversations.
- Speak with a solution and not a POS or processing.
- Set yourself apart with a zero net cost ordering solution.
- Grab attention now with something they may not have heard before.



SALES TIP

Lead with a solution that creates value and starts a conversation—not with a product or price.

12 "AFTERCARE"

- Full customer service team from EZsolutions via phone and email.
- Technical troubleshooting.
- Menu, pricing and holiday changes handled.
- Close the deal, worry free service after.



SERVICE ADVANTAGE

Close the deal confidently knowing EZsolutions supports the restaurant after the sale.

13 NEXT STEPS

SIMPLE. FAST. PROFITABLE.

1. Complete the RevitPay Restaurant Application



2. Restaurant schedules onboarding using the Calendly link on welcome email



3. EZsolutions builds the restaurant's online ordering system



4. Restaurant launches and begins accepting online orders



5. You earn additional recurring revenue



S2SQUARE
Bringing People, Process, and Profits Together.
– MERCHANT SERVICES –

EZonline ORDERING
Powered by Revitpay

Help Restaurants Keep More Profit.
You'll Earn More Residual Income.
Partner with EZonline Ordering. WIN TOGETHER.