



PAYMENTS
AUTHORITY

COURSE SYLLABUS



THE DIGITAL PAYMENTS REVOLUTION

MODULE	DESCRIPTION
1	Meet Your Instructors: Patricia & Dave Carlin
2	What is Credit Card Processing?
3	Why This Is The Most Lucrative Residual Income Business On Earth
4	How Real Residual Income Works vs. Fake MLM Residual Income
5	The Size & Scope Of This Opportunity
6	Who Is A Potential Customer?
7	Getting Your First Account



BECOMING A HIGHLY-PAID AGENT

MODULE	DESCRIPTION
1	Introduction to Merchant Processing
2	Social Media Playbook
3	Avoiding The Pinocchio Effect
4	Getting The Merchant Statement
5	Understanding The Rate And Bate Tactic
6	Setting Up Your Business Profile
7	Powerful Ways To Make A Business Want To Do Business With You
8	Merchants Love Freebies
9	Understanding The Mind Of A Business Owner
10	Industries To Target
11	The Equipment Side Of The Business
12	How To Get Past The Gatekeeper
13	The Sales Cycle, The Scripts And The Close
14	Winning Examples Of Questions To Ask Merchants
15	How To Avoid Mistakes Every Agent Makes
16	Presentation Of A Cost Savings Analysis
17	Modern Phone Sales Techniques
18	How Many Businesses You Should See In A Day
19	Expert Crafted Introduction Emails That Get Responses
20	Double Down On Commissions When Merchants Sell Online And Retail
21	How To Close A Multio-Location Business
22	When You Are Ready To Quit: Eliminating Self Doubt And Mindset Roadblocks
23	How To Identify High-Margin Industries
24	Advanced Boarding Process Lesson
25	Bank Specific Underwriting Policies And File Requirements
26	Creating Leads through Social Media
27	How To Find Referral Sources And Pay The For Leads
28	Understanding Your Residuals
29	The Winning Formula To Ensure Your Merchants Never Leave You
30	How To Leverage Your Network



ADVANCED TRAINING & COACHING

MODULE	DESCRIPTION
1	You'll Get A Personal Mentor And Work One-On-One With A Hand-Picked Payments Expert
2	Understanding The Scope Of The Merchant Processing Industry & Where The Big Money Is Sitting
3	Founders Personal Sales And Marketing Templates
4	Avoiding Time-Wasters: Combatting Closed Loop Payment Systems
5	Sell Technology Not Price
6	Selling eCommerce Merchants
7	Fraud Tools That Work For Your Merchants And Put Extra \$\$\$ In Your Pocket
8	Leadership, Leverage & Personal Development
9	Best Way To Bring Your Book Of Business To Payments Authority
10	How To Build Your Own Sales Force
11	Building The Perfect Merchant Package For The Bank - More Approvals!
12	What Industries To Stay Away From
13	Why Chargebacks Are Bad For Your Merchants And Your Merchant Bank Relationships
14	Setting Up A Digital Payments Agency



HIGH RISK MASTERY

*** Private Coaching Program with Patricia and Dave Carlin ***

MODULE	DESCRIPTION
1	Intro To High-Risk
2	What Is A High-Risk Business?
3	What Vertical Are High Risk?
4	Rep Risk Versus Chargeback Risk
5	VIP Access To Merchant Banks
6	Questions To Ask High-Risk Merchants
7	Do's And Don'ts Of Working With High-Risk Merchants
8	How To Leverage A Bank For 30X Profits
9	Guilt By Association
10	Strong Merchant Packages
11	How To Deal With A TMF Merchant
12	How To Spot A Scam
13	How To Price High-Risk
14	Understanding Bank Policies
15	Submitting Your First High Risk Deal
16	How To Avoid Underwriting Delays
17	The Importance Of Telling Your Merchants Story
18	High-Risk Residual Life Spans
19	Selecting Gateways
20	Picking Fraud Tools For Merchants
21	Don't Burn Bank Bridges