

MASTERING MERCHANT PAYMENTS SALES

BUILDING HIGH-PERFORMING MERCHANT ACQUISITION
AND PAYMENTS SALES TEAMS



EXECUTIVE OVERVIEW

This course equips bank and fintech sales professionals with the knowledge and practical skills needed to successfully sell payment acceptance solutions to merchants. You will gain a clear understanding of POS devices, digital payment methods, merchant needs, pricing models, and value-based selling.

The course enables sales teams to confidently position payment solutions that support merchant growth in an increasingly digital economy.

Designed for professionals responsible for selling, advising on, or enabling merchant payment acceptance solutions across banks, fintechs, retail, PSPs and payments processors.



**SELL
SMARTER**



**DRIVE MERCHANT
GROWTH**



**BUILD TRUSTING
RELATIONSHIPS**



**DELIVER REAL
BUSINESS VALUE**



AT A GLANCE

	DELIVERY	Online LMS
	AUDIENCE	Merchant Sales Teams (Banks, Fintechs, PSPs, Retail & More)
	REGION	South Africa
	FORMAT	Modular, Self-Paced Learning
	ASSESSMENTS	Included
	CERTIFICATION	Included



TARGET AUDIENCE

- ✓ Merchant acquiring sales executives
- ✓ Business development managers
- ✓ Merchant relationship managers
- ✓ Merchant onboarding specialists
- ✓ Payments sales consultants
- ✓ Fintech & digital payments sales teams
- ✓ POS & payment acceptance sales specialists
- ✓ Payment gateway & e-commerce sales consultants
- ✓ Customer success & merchant success managers
- ✓ Channel & partnership managers
- ✓ Bank commercial & SME banking relationship managers
- ✓ Retail & merchant services teams
- ✓ Independent sales agents & merchant acquisition reps
- ✓ Fintech founders & commercial leaders
- ✓ Anyone seeking specialised expertise in merchant payments sales

VALUE PROPOSITION



FOR PARTICIPANTS

- ✓ Gain deep understanding of the merchant payments ecosystem.
- ✓ Build consultative selling skills tailored to merchant needs.
- ✓ Learn to position solutions based on business value.
- ✓ Master merchant challenges: settlement, reconciliation, fraud, chargebacks, CX & cash flow.
- ✓ Strengthen negotiation & objection handling skills.
- ✓ Advance your career in merchant acquiring & payments sales.



FOR INSTITUTIONS

- ✓ Strengthen merchant acquisition capability across teams.
- ✓ Improve conversion, onboarding success & merchant retention.
- ✓ Increase cross-sell & upsell opportunities.
- ✓ Enhance merchant satisfaction & long-term loyalty.
- ✓ Drive revenue growth through higher transaction volumes & product adoption.
- ✓ Build commercially confident teams that create sustainable growth.



COURSE CURRICULUM – 12 MODULES

1



Understanding the Merchant Economy in South Africa

2



How Payment Acceptance Works

3



Payment Acceptance Solutions

4



Merchant Economics and Cost of Acceptance

5



Merchant Segmentation and Opportunity Identification

6



Building the Merchant Value Proposition

7



Conducting Effective Merchant Sales Conversations

8



Merchant Onboarding and Risk Considerations

9



Payments in the Informal and Township Economy

10



Digital Payments Trends in South Africa

11



Sales Strategy and Pipeline Development

12



Merchant Relationship Management



CLOSE MORE DEALS
with confidence



CREATE MERCHANT VALUE
that drives loyalty



GROW MERCHANT PORTFOLIOS
sustainably



DELIVER IMPACT
for your business



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