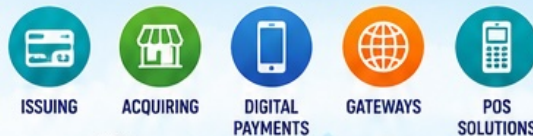


MASTERING PAYMENTS SALES: DRIVING VALUE

SELL SMARTER. CREATE VALUE. BUILD LASTING PARTNERSHIPS.

A comprehensive course to equip sales professionals and strategies to sell payment solutions with confidence, win more deals and drive long-term growth in the dynamic payments industry.



COURSE MODULES

- Module 1 - Evolution of Payments & Industry Overview**
 - Evolution of Payments
 - The Payments Ecosystem - Who's Who
 - Industry Overview
- Module 2 - Payments Ecosystem & Transaction Flows**
 - Acquiring vs. Issuing
 - The Payment Transaction Flow
 - Stakeholders in the Transaction Flow
- Module 3 - Regulatory Frameworks & Compliance**
 - Global and Local Regulations
 - Regional Frameworks
 - Compliance as a Sales Advantage
- Module 4 - Client Segmentation**
 - Why Segmentation Matters
 - Key Client Segments in Payments
 - Pain Points and Buying Motivations
 - Mapping Solutions to Pain Points
- Module 5 - Selling Core Payments Products**
 - Outsourced Issuing
 - Outsourced Acquiring
 - Outsourced Processing
 - POS (Point of Sale) Solutions
 - Switching Services
 - Online Payment Gateways
 - Digital Wallets and QR Payments
 - Fraud and Compliance Tools
- Module 6 - Selling Digital & Online Payment Solutions**
 - Introduction to Digital & Online Payment Solutions
 - Types of Digital & Online Payment Solutions
 - Enabling Infrastructure for Online Payments
 - Customer Experience in Online Payments
 - Risk, Fraud, and Compliance in Digital Payments
 - Future Trends in Digital & Online Payments
- Module 7 - The Payments Sales Cycle & Techniques**
 - The Payments Sales Lifecycle - Overview
 - Prospecting and Targeting in the Payments Sector
 - Discovery and Needs Assessment
 - Solution Mapping and Value Communication
- Module 8 - Competitive Positioning & Value Selling**
 - Understanding Competitive Positioning in Payments
 - Identifying Competitor Strengths and Weaknesses
 - Building a Compelling Value Proposition
 - Differentiation Strategies in the Payments Market
 - Value-Based Selling Fundamentals
 - Tailoring Value to Different Customer Segments
 - Articulating Value Through Storytelling
 - Sustaining Competitive Advantage
- Module 9 - Crafting Proposals & Sales Pitches**
 - Understanding the Role of Proposals and Pitches
 - Structure and Components of a High-Impact Proposal
 - Crafting the Executive Summary
 - Aligning Solutions to Buyer Needs
 - Designing and Delivering Effective Pitches
 - Handling Objections
 - Closing the Pitch
 - Evaluation and Continuous Improvement
- Module 10 - Relationship Management & Client Growth**
 - The Strategic Role of Relationship Management
 - The Relationship Lifecycle
 - Account Management Foundations
 - Effective Communication & Engagement
 - Handling Client Challenges & Service Recovery
 - Client Growth and Expansion
 - Tools, Data, and Technology in Relationship Management
 - Measuring Relationship Success



COURSE OVERVIEW

Gain in-depth payments industry knowledge, master consultative sales techniques, position solutions competitively, handle objections with confidence, craft compelling proposals and build long-term client relationships that drive sustainable success.

TARGET AUDIENCE

- Payments sales executives and business development professionals
- Relationship managers and account managers within banks and fintechs
- Merchant acquiring sales teams and merchant onboarding specialists
- Digital payments and payment gateway sales consultants
- POS, switching, and processing solution sales professionals
- Fintech founders and commercial teams seeking deeper payments expertise
- Product and solution consultants supporting payments sales initiatives
- Customer success and partnership managers within payment providers
- Banking and financial services professionals transitioning into payments sales roles
- Technology vendors and channel partners operating within the payments ecosystem
- Professionals responsible for merchant growth, revenue expansion, and solution adoption
- Anyone seeking to build advanced consultative sales capabilities within the payments industry

VALUE PROPOSITION

FOR PARTICIPANTS

- Develop a comprehensive understanding of the payments ecosystem and key solution categories.
- Gain practical sales knowledge aligned to real-world industry challenges and client needs.
- Strengthen consultative selling skills to identify pain points and recommend tailored solutions.
- Learn how to position payment products competitively in a crowded market.
- Build confidence in handling objections and negotiating effectively.
- Develop proposal-writing and presentation skills that improve deal conversion.
- Understand transaction flows, operational considerations, and regulatory frameworks.
- Enhance client segmentation and solution alignment to industry-specific needs.
- Improve relationship management for growth and retention.
- Boost professional credibility and career progression in payments and fintech.

FOR INSTITUTIONS

- Build stronger payments sales capabilities across teams.
- Improve ability to position and sell complex payment solutions.
- Increase merchant acquisition, client retention and revenue growth.
- Equip teams to engage customers with strategic, solution-driven conversations.
- Strengthen competitive positioning in digital payments markets.
- Improve sales conversion through better objection handling and proposals.
- Enable teams to understand pain points and align solutions to business needs.
- Support cross-sell and upsell across acquiring, issuing, digital payments and value-added services.
- Reduce knowledge gaps between technical operations and sales execution.
- Strengthen long-term client relationships and engagement.
- Develop commercially confident teams for sustainable growth.

KEY OUTCOMES

- Win more deals with confidence
- Deliver value-driven solutions
- Increase revenue and market share
- Build long-term client partnerships
- Strengthen trust and credibility
- Drive sustainable growth in payments