

# WHAT YOU NEED ← TO HUNT → QUALITY MERCHANT DEALS

Landing bigger merchant deals is vital to grow your ISO business, but how do you find quality merchants that are looking for larger deals?

## GET GEARED UP



**REFINED LIST:** Generic lists of small businesses won't cut it. Why? Everyone else has the same list. Invest some time into evaluating your target customers and get a good, refined list to use (and stop wasting time on unqualified leads.)



### Try these steps:

Sort by size

Add quality targets to your tracking systems

Sort by industry type or common traits

Make genuine connections (bigger deals take time)

**MARKETING MATTERS:** How you present yourself and your ISO business matters. Remember that you're a financial professional helping businesses secure funding they need in order to grow their business. Business cards, your website, social media presence, and even your attire affect how prospects will respond to you.

Assume every prospect Googles you before they answer your call - what will they find about your business?



**PITCH PERFECT:** You don't need a complicated pitch. Simple can often be better. You just need to connect with your prospect and demonstrate that you're knowledgeable about their business.



Bring data to the table! Know key stats on the things that are affecting their business and industry.



For more information on this topic and others to improve your business, check out our ISO Resource Center at [pearlcapital.com/mca-sales-tools](http://pearlcapital.com/mca-sales-tools)