



Sales Cheat Sheet

Delta1st POS

30-Second Positioning

Delta1st is an all-in-one, Woodforest-owned POS and payments platform for small and midsize businesses that have outgrown basic terminals but don't need enterprise software.

It replaces disconnected systems—POS, inventory, payments, scheduling, invoicing—with a single, cloud-native platform. Merchants gain better control of margins, simpler operations, and real-time visibility—without paying for dozens of add-ons.

✓ Ideal Customer Profile (ICP)

- Independent retail, service, or QSR merchants
- Fewer than 20 locations, 40 users, 10,000 SKUs
- Currently using multiple systems to run the business
- Wants to recover processing costs with compliant dual pricing
- Needs mobile, in-store, and virtual payments in one system

⊘ Not a Good Fit

- Full-service restaurants (table service, reservations, coursing)
- Enterprise / big-box retailers
- Merchants requiring custom APIs, open app marketplaces, or ecommerce storefronts
- Businesses needing real-time online and in-store inventory sync
- BNPL, ACH/eCheck, EBT, or QR-payment dependent merchants

5 Qualifying Questions

1. Are you using more than one system to run payments, inventory, scheduling, or invoicing?
2. Do processing fees have a material impact on your margins today?
3. How do you handle mobile or off-counter payments?
4. Are you paying for POS add-ons or features you don't really use?
5. Would it help if inventory, reporting, payments, and staffing data lived in one place?

5 Disqualifying Red Flags

1. "We require custom integrations or public APIs."
2. "Our business is primarily online / ecommerce-driven."
3. "We need full table service restaurant features."
4. "We rely heavily on BNPL, ACH/eCheck, or QR payments."
5. "We already run a complex enterprise POS and won't change workflows."

What the Product Is vs Is Not

What Delta1st IS

- Woodforest-owned, all-in-one POS + payments platform
- Cloud-native, AWS-based with Android/PAX hardware
- Built-in inventory, reporting, labor tracking, invoicing, scheduling
- Card-brand-compliant dual pricing natively supported
- Designed to scale with SMB growth

What Delta1st IS NOT

- An open app ecosystem (no marketplace)
- A custom integration platform (no public APIs)
- An ecommerce website builder
- An enterprise or big-box POS replacement
- A BNPL or ACH payments solution

When to Pull in Product / Solutions

- Merchant has multi-location complexity
- Questions arise about software tiers (Xpress, Lite, Enhanced)
- Dual pricing needs compliance or margin impact explanation
- Inventory structure exceeds basic use cases
- White-labeling or partner resale is being discussed
- Merchant is migrating from a deeply embedded existing PO