



Sales Cheat Sheet

KwickPOS Restaurant

30-Second Positioning

KwickPOS Restaurant is Woodforest Acceptance Solutions' purpose-built restaurant POS and operating platform for food-and-beverage merchants.

It delivers a complete restaurant system - POS, kitchen routing, online ordering, loyalty, marketing, labor, inventory, and multi-location reporting - designed specifically for real restaurant workflows (QSR, full service, bar, café). Payments, settlement, underwriting, and merchant ownership remain anchored to WAS, giving partners a credible restaurant solution without fragmenting the acquiring relationship.

✓ Ideal Customer Profile (ICP)

Core Qualifier

- Restaurant is running multiple disconnected systems and wants one unified platform

Best-Fit Segments

- Full-service restaurants (table service, split checks, tipping)
- Bars & bar-centric concepts
- Cafés & coffee shops
- Hospitality-adjacent food operations
- Independent → multi-location restaurant groups

Operational Profile

- Needs restaurant-specific workflows (menus, modifiers, coursing)
- Wants online ordering, QR ordering, kiosks, or handhelds
- Cares about guest experience and repeat business
- Wants centralized reporting and remote visibility

Not a Good Fit

- Enterprise restaurant chains with highly custom or ERP-grade integrations
- Merchants needing open APIs and bespoke development
- Retail-centric businesses looking for SKU-based omnichannel inventory
- Payment-only or single-terminal use cases
- Operators wanting the simplest possible setup with no growth roadmap

5 Qualifying Questions

1. Are you using separate tools for POS, online orders, and marketing today?
2. Do you need table service, split checks, modifiers, or bar tabs?
3. Are lines or kitchen bottlenecks hurting peak-hour throughput?
4. Do you want built-in loyalty and guest marketing—not bolt-ons?
5. Do you manage (or plan to manage) more than one location?

5 Disqualifying Red Flags

1. “I just need a terminal.”
2. “We’re not changing our POS.”
3. “We only sell retail items.”
4. “We require custom APIs as a must-have.”
5. “We only want the cheapest setup possible.”

What the Product Is vs Is Not

What KwickPOS Restaurant IS

- A purpose-built restaurant POS and operating platform
- Supports QSR, full service, bar, café, and hospitality workflows
- Native online ordering, QR ordering, kiosks, and handhelds
- Built-in loyalty, CRM, marketing, inventory, and reporting
- Fully integrated with WAS acquiring, settlement, and funding

🚫 What KwickPOS Restaurant IS NOT

- A retail-first POS stretched into restaurants
- A payment-only or terminal-only solution
- An open API developer platform
- A bare-bones, single-station POS
- A replacement for enterprise-grade custom restaurant stacks

Core Messaging Guardrail

KwickPOS is a restaurant operating system—not just a POS.

It's built for food-and-beverage workflows, while WAS owns the acquiring relationship, pricing, settlement, and long-term merchant value.

Primary Use-Case Anchors

- Unified Restaurant Operations: POS + kitchen + payments + marketing
- Peak-Hour Throughput: Mobile, QR, kiosk, and handheld ordering
- Full-Service Workflows: Tables, coursing, modifiers, splits, tips
- Bars & Tip-Heavy Environments: Tabs and fast close-outs
- Multi-Location Visibility: Centralized reporting and configuration

Competitive Framing (Approved)

- Toast / Aloha: Strong incumbents, often modular and add-on heavy
- Retail POS systems: Not designed for restaurant workflows
- KwickPOS: Purpose-built F&B platform with unified operations

When to Pull in Product or Ops Teams

- Full-service dining or bar workflows are critical
- Online ordering, QR, kiosks, or delivery are key revenue drivers
- Multi-location standardization is discussed

Internal Sales Anchor (Use This Line)

“KwickPOS gives restaurants one system to run service, sell more, and keep guests coming back - while WAS anchors payments behind the scenes.”