



Email Template

PAX Sierra App

Use Cases

Intro / First Touch (Legacy POS or Payment-Only Merchants)

Subject: Modernize Card Payments

Hi {{First Name}},

I wanted to introduce the PAX Sierra App, a modern, payment-only application that runs on PAX Android terminals and allows merchants to accept chip, tap, and swipe payments, without replacing their existing POS or business systems.

Sierra is ideal for merchants who are happy with how they operate today but want to:

- Upgrade outdated payment terminals
- Support contactless and EMV consistently
- Reduce checkout friction without a POS overhaul

Best,
{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks for walking through your current setup.

Based on what you shared, the PAX Sierra App could be a strong fit because it:

- (notes from the call)

Sierra is intentionally payments-only, which keeps deployment simple while improving reliability and customer experience.

If helpful, the next step would be a brief demo and hardware discussion.

Best,
{{Name}}

Retail Merchant Outreach (Existing POS in Place)

Subject: Fix Slow Checkouts

Hi {{First Name}},

Many retailers we speak with are satisfied with their POS, but frustrated by slow, outdated payment terminals that don't consistently support tap-to-pay.

The PAX Sierra App modernizes card acceptance on Android PAX devices while letting merchants keep their existing register exactly as it is.

This works well for retailers who:

- Don't need inventory or employee tools on the terminal
- Want faster, more reliable chip and contactless payments
- Prefer not to retrain staff or replace systems

Happy to share how this looks in practice.

Best,
{{Name}}

Service & Field-Based Businesses Outreach

Subject: Get Paid on Site

Hi {{First Name}},

Service and field-based businesses often have invoicing or job management tools they like, but payment collection still slows things down.

The PAX Sierra App turns portable PAX terminals into reliable, standalone payment devices, allowing your team to collect card payments at the point of service without new software or integrations.

This helps businesses:

- Get paid immediately
- Reduce follow-up and reconciliation
- Improve cash flow without workflow changes

If collecting payment onsite is a priority, this may be a strong fit.

Best regards,
{{Name}}

Light QSR / Café / Counter-Service Outreach

Subject: Payments at Counter

Hi {{First Name}},

Small cafés and counter-service locations often don't need full restaurant POS features—but they do need fast, reliable checkout.

PAX Sierra focuses exclusively on chip, tap, and swipe without menus, modifiers, or operational overhead.

If long lines or slow payment authorizations are hurting throughput, Sierra can help without adding complexity.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: PAX Sierra recap and next steps

Hi {{First Name}},

Thanks again for your time today.

Quick recap:

- (notes from the call)

Recommended next steps:

1. (what was aligned on the call with client)

Let me know how you'd like to proceed.

Best,

{{Name}}

Objection Handling – “We already have a POS”

Subject: Keep your POS

Hi {{First Name}},

That's actually the ideal scenario for PAX Sierra.

Sierra isn't a POS replacement, it's a modern payment layer. You keep the systems and workflows you already trust while upgrading to faster, more reliable chip and tap acceptance.

If the business runs fine but payments feel outdated, Sierra solves that problem directly.

Happy to talk through where it fits best.

Best,

{{Name}}

Partner Enablement / Deployment Setup

Subject: PAX Sierra Enablement

Hi {{First Name}},

To ensure a smooth rollout, we recommend a focused enablement session covering:

- PAX hardware options (A77, A920 Pro, A80)
- Standalone vs semi-integrated deployment
- Transaction flow, tips, refunds, and settlement
- Reporting and reconciliation expectations
- Positioning Sierra vs full POS solutions

This helps align expectations and ensures Sierra is positioned correctly as a payment-only solution within the WAS portfolio.

Let me know your availability and we'll get it scheduled.

Best regards,
{{Name}}