



Sales Cheat Sheet

PAX Sierra App

30-Second Positioning

PAX Sierra is a TSYS-certified, payments-only app that runs on PAX Android terminals, letting merchants accept fast, secure in-person payments without replacing their existing POS, ERP, or workflows.

It supports chip, tap, and swipe transactions, with receipts, refunds, and settlement handled directly on the device. WAS owns underwriting, processing, compliance, and support—giving merchants modern Android payment acceptance with minimal disruption.

✓ Ideal Customer Profile (ICP)

Core Qualifier

- Merchant already has a POS, ERP, or manual checkout process
👉 *They are happy with how they run the business—just not how payments work.*

Best-Fit Verticals

- Specialty retail, boutiques, general merchandise
- Service businesses and field services (repair, trades, professional services)
- Cafes and light QSR using an external register
- Healthcare, professional offices, and admin desks
- B2B counters, warehouses, showrooms tied to ERP/invoicing

Operational Profile

- 1–10 terminals, 1–20 locations
- Low-to-moderate transaction volume
- No need for inventory, menus, or labor management on the terminal
- Upgrading from legacy or aging payment terminals

Not a Good Fit

- Merchants looking to replace their entire POS system
- Full-service restaurants (tables, servers, kitchen routing)
- High-complexity retail or enterprise environments
- Businesses needing inventory, ecommerce, loyalty, or omnichannel workflows
- Merchants expecting the terminal to be a full business management system

5 Qualifying Questions

1. Are you happy with your current POS or business software, but unhappy with your payment terminals?
2. Do you want to upgrade to chip and tap without retraining staff or changing workflows?
3. Are you using legacy terminals that feel slow, unreliable, or outdated?
4. Do you collect payments at the front desk, counter, or job site, outside a traditional POS flow?
5. Is simplicity and reliability more important than feature-rich POS tools?

5 Disqualifying Red Flags

1. “We want inventory, menus, and employee management on the terminal.”
2. “This terminal needs to replace our POS.”
3. “We require ecommerce or unified online/offline reporting.”
4. “We need custom APIs or deep software integrations.”
5. “We’re running a high-volume, enterprise retail operation.”

What the Product Is vs Is Not

What PAX Sierra App IS

- A payments-only application (not a POS)
- Runs on modern PAX Android hardware
- TSYS-certified and PCI-compliant
- Supports EMV chip, contactless (tap), and magstripe
- Standalone or semi-integrated with existing systems

What PAX Sierra App IS NOT

- A point-of-sale system
- An inventory or labor management tool
- An ecommerce or omnichannel platform
- An app marketplace (Square/Clover-style)
- A custom-integration or API-first solution

When to Pull in Product / Solutions

Engage Product or Solutions when:

- The merchant may grow into Delta1st POS later
- There are questions about standalone vs semi-integrated use
- Offline/store-and-forward capabilities matter
- Tip, debit, EBT/FSA, or compliance requirements need clarity
- The merchant is migrating from very old terminal models

Internal Sales Anchor (Use This Line)

“PAX Sierra fixes how merchants get paid—without changing how they run their business.”