



Sales Cheat Sheet

SaleQuick Mobile

30-Second Positioning

SaleQuick Mobile is a WAS-supported, mobile-first payments solution that lets merchants accept secure payments anywhere - without the cost or complexity of a full POS.

It supports card-present payments on iOS and Android with mobile readers, plus optional Pro features like invoicing, pay-by-link, text-to-pay, virtual terminal, and recurring billing. It's the right-sized step up from basic mobile apps and a clean entry point into the WAS ecosystem, with a natural path to Delta1st as operations grow.

✓ Ideal Customer Profile (ICP)

Core Qualifier

- The merchant needs to take payments anywhere, not run complex in-store operations

Best-Fit Segments

- Field service & trade businesses (HVAC, plumbing, landscaping, home repair)
- Mobile professionals & appointment-based services
- Pop-ups, vendors, events, markets, delivery businesses
- Early-stage or owner-operator businesses
- Merchants needing occasional remote payments (invoice, link, recurring)

Operational Profile

- Mobile or single-location
- Small teams / limited users
- Low-to-moderate transaction volume
- No requirement for advanced inventory, labor, or multilane checkout

Not a Good Fit

- Full-service restaurants (tables, servers, kitchen routing)
- Inventory-heavy or omnichannel retailers
- Enterprise or multi-lane retail environments
- Merchants seeking one system of record for inventory, labor, accounting
- Businesses needing EBT, FSA/HSA, ACH, or BNPL options

5 Qualifying Questions

1. Do you need to take payments in the field, on the road, or at events?
2. Are you invoicing later or chasing payments because checkout isn't mobile?
3. Would card-present and remote payment options help you get paid faster?
4. Do you want to avoid buying or maintaining full POS hardware?
5. Are you early-stage or growing and want to start simple, then expand?

5 Disqualifying Red Flags

1. "We need inventory, labor, and scheduling tools."
2. "This must replace our POS system."
3. "We run multilane checkout with many cashiers."
4. "We need deep integrations or embedded APIs."
5. "We require regulated payment types or BNPL."

What the Product Is vs Is Not

What SaleQuick Mobile IS

- A mobile-first payments platform
- Card-present payments on iOS & Android with supported readers
- Optional Pro tools: invoicing, pay-by-link, text-to-pay, virtual terminal, recurring billing
- Cloud-based, PCI-compliant, WAS-supported
- Positioned between basic mobile apps and full POS

🚫 What SaleQuick Mobile IS NOT

- A full POS system
- An inventory-heavy commerce platform
- A restaurant or enterprise retail solution
- An app-marketplace ecosystem (Square/Clover style)
- A deeply customizable or ISV-embedded platform

Standard vs Pro (How to Position)

Standard

- Mobile card-present payments
- Invoicing, text-to-pay, QR payments
- Receipts (email/SMS), basic reporting
- Best for on-site & event acceptance

Pro

- Everything in Standard, plus:
- Pay-by-link & virtual terminal
- Recurring billing & stored cards
- Best for remote collection, repeat billing, and growing businesses

When to Pull in Product / Solutions

Engage Product or Solutions when:

- The merchant is close to outgrowing mobile-only workflows
- Recurring billing, invoicing flows, or stored credentials are critical
- Competing against Square, SwipeSimple, or basic mobile apps

Internal Sales Anchor (Use This Line)

“SaleQuick Mobile is the right way to get paid anywhere - without forcing a POS too early.”