Sales Cheat Sheet

VISA Acceptance Tap-to-Pay

30-Second Positioning

VISA Acceptance Tap-to-Pay lets merchants accept secure, EMV-compliant contactless payments directly on certified Android devices—no terminals, no hardware.
Powered by the VISA Acceptance APK and fully integrated with Woodforest Acceptance Solutions, WAS retains ownership of underwriting, processing, funding, risk, compliance, and support. It's the fastest way to get in-person acceptance live and the easiest entry point into the WAS ecosystem, with a natural upgrade path to Delta1st POS as operations grow.

✅ Ideal Customer Profile (ICP)

Best-Fit Use Cases

- Mobile & field service businesses (HVAC, plumbers, technicians, delivery)
- Pop-ups, events, festivals, seasonal sellers
- Food trucks, kiosks, and space-constrained environments
- Retail or service counters needing line-busting
- Startups and new merchants needing instant acceptance

Operational Profile

- Wants to avoid buying or managing payment terminals
- Prioritizes speed, mobility, and low friction
- Payment-centric workflows (no inventory or advanced ops needs)
- Staff already using Android smartphones or tablets

🚫 Not a Good Fit

- Merchants needing full POS functionality (inventory, labor, menus, SKUs)
- High-volume, multi-lane retail or complex QSR
- Restaurants requiring table service, kitchen routing, or advanced tipping
- Merchants requiring chip insert, magstripe, PIN debit, or offline payments
- Businesses expecting Tap-to-Pay to act as a primary POS

5 Qualifying Questions

1. Do you need to accept in-person payments immediately without buying terminals?
2. Are you selling in the field, at events, or away from a fixed counter?
3. Would it help to accept tap payments directly on phones your staff already uses?
4. Are hardware costs or deployment delays slowing down your ability to get paid?
5. Is this a simple acceptance need today, with the option to grow later?

5 Disqualifying Red Flags

1. “We need inventory, SKUs, reports, and employee management.”
2. “Tap-to-Pay will replace our POS entirely.”
3. “We require chip insert, swipe, or PIN debit.”
4. “We need offline or low-connectivity processing.”
5. “Our checkout flows are complex and highly customized.”

What the Product Is vs Is Not

✅ What VISA Acceptance Tap-to-Pay IS

- A payment-only, mobile tap acceptance solution
- EMV contactless, wallet-friendly (Apple Pay, Google Pay, etc.)
- Terminal-free acceptance on certified Android NFC devices
- Anchored to bank-backed WAS acquiring, not an aggregator
- A fast on-ramp into the WAS ecosystem with a Delta1st growth path

🚫 What VISA Acceptance Tap-to-Pay IS NOT

- A POS system
- A Square replacement
- A feature-rich commerce or inventory platform
- A solution for offline, chip, swipe, or PIN debit acceptance
- A system with APIs, app marketplaces, or custom integrations

When to Pull in Product / Solutions

Bring in Product or Solutions when:

- The merchant may outgrow Tap-to-Pay and need Delta1st POS
- There are questions about Android device certification or NFC support
- Line-busting is part of a larger multi-lane or multi-location setup
- Pricing, Visa compliance, or acquirer messaging needs reinforcement
- The deal includes both Tap-to-Pay and POS as a progression plan

Internal Sales Anchor (Use This Line)

“Tap-to-Pay is the fastest way into the WAS ecosystem—Delta1st is where merchants go when operations grow.”