



Sales Cheat Sheet

Verifone Connect Express

30-Second Positioning

Verifone Connect Express is a payment-only, card-present solution for merchants that just need to take cards - nothing more.

Delivered by Woodforest Acceptance Solutions, it combines certified Verifone hardware, an on-device payment app, and WAS acquiring into a simple, terminal-centric experience. All sales, refunds, and settlements happen on the device, with no POS software, no integrations, and minimal PCI scope.

✓ Ideal Customer Profile (ICP)

Core Qualifier

- Merchant says: “I just need to take cards.”

Best-Fit Segments

- Small retail & convenience locations
- Service businesses (salons, barbers, repair, professional offices)
- Cafés, food trucks, and limited-menu counter service
- Medical, dental, legal, accounting front desks
- Secondary lanes, backup terminals, pop-ups, and events

Operational Profile

- 1–3 terminals
- Single location or limited footprint
- No inventory, user roles, or reporting needs
- Prefers simplicity over features

Not a Good Fit

- Full-service restaurants (tables, servers, coursing, kitchens)
- Retailers needing inventory or omnichannel sync
- Merchants replacing Square, Clover, Toast to “run the business”
- Multi-location or enterprise environments
- Any merchant seeking analytics, users, or business management software

5 Qualifying Questions

1. Do you only need in-store card acceptance?
2. Are you paying for POS features you don’t use?
3. Do you want payments, refunds, and settlement handled on the terminal?
4. Is minimizing PCI complexity important?
5. Do you want fast setup with minimal training?

5 Disqualifying Red Flags

1. “We need inventory and reporting.”
2. “This should replace our POS.”
3. “We need online or invoiced payments.”
4. “We want APIs or integrations.”
5. “We’re a multi-location chain.”

What the Product Is vs Is Not

What Verifone Connect Express IS

- A standalone, terminal-based payment solution
- EMV, contactless, magstripe, and manual entry (MOTO)
- On-device sales, refunds, tips, splits, and settlement
- Certified Verifone hardware + WAS acquiring
- Reduced PCI scope by keeping card data on the device

What Verifone Connect Express IS NOT

- A POS system
- Semi-integrated or cloud-integrated
- An omnichannel or ecommerce solution
- A gateway or embedded platform
- A business management tool

Core Messaging Guardrail

Connect Express is not a POS and not semi-integrated - it's the right answer when the only job is getting paid.

If the merchant wants to *run the business*, move the conversation to Delta1st.

Internal Sales Anchor (Use This Line)

“Sell Connect Express when the conversation shifts from needing a basic terminal to wanting a fast, secure, payment-only solution that simplifies acceptance without changing the merchant’s existing POS or business workflow.”