

Partner Lead & Discovery Playbook

Date

Sales Rep

Partner Name

1. Business Overview

Tell me about your business:

Partner Type

- ☐ ISO (Independent Sales Organization)
- ☐ ISV (Independent Software Vendor)

Processing & Volume

Currently Processing Payments?	☐ Yes ☐ No
Number of Merchants	
Current Processor / Provider	
Competitors Being Evaluated	
Monthly Processing Volume	
Current Processing Rate	
Average Ticket / Transaction Size	

Business Profile

Industries / Verticals Served	
Growth Plan / Merchant Closures	
☐ PCI Outstation Docs Collected (attach or note location below)	

PCI Document Location / Notes:

2. Payment Channels

Card Acceptance	Card Networks Supported	Payment Types
☐ Card Present	☐ Visa	☐ Credit
☐ Card Not Present	☐ Mastercard	☐ Debit
	☐ American Express	☐ HSA / FSA
	☐ Discover	

Transaction Types	Fraud & Risk Tools	Additional Capabilities
☐ Secure Acceptance	☐ AVS (Address Verification Service)	☐ Virtual Terminals
☐ Authorization (Auth)	☐ Fraud Management Tool	☐ Tokenization
☐ Incremental Auth		☐ eCheck / ACH
☐ Capture		☐ Gift Cards
☐ Sale		☐ Plugins
☐ Reversal		☐ Webhooks
☐ Void		
☐ Refund		

Fraud Tool Name / Provider

Notes / Other Channels:

3. Distribution & Sales Channels

Number of Distribution Levels	
Breakdown of Those Levels	
Agent / Bank Relationships	
Referral Agreements in Place?	☐ Yes ☐ No ☐ TBD
☐ Standard Pitch Deck shared with partner	

4. Operationalizing the Partnership

How are we going to operate our partnership?

Revenue / Residuals	
☐ Rev Share ☐ Residuals	
Partner Expectation / Current Residuals	
Platform	
Percentage (%)	

Responsibility Matrix

For each function, indicate who owns the responsibility:

Function	Partner	WAS
Risk Management	☐	☐
Underwriting	☐	☐
Support	☐	☐
Selling to / Migrating Existing Merchants	☐	☐

Merchant Boarding

Merchants to board from Day 1? ☐ Yes ☐ No ☐ TBD

If yes: list / notes

Go-Live / Rollout Plan

Product Integration

Are we integrating to their environment or introducing to their merchants?

☐ Delta 1st ☐ VPC ☐ TSYS ☐ Other:

Card Brand Registration & White Labeling

Will partner register with card brands? ☐ Yes ☐ No

White Label Agreement Express? ☐ Yes ☐ No ☐ N/A

Liability

Who owns liability? ☐ Partner ☐ WAS

5. Preferred Email Contacts

Capture preferred point-of-contact emails for each topic:

Topic	Preferred Email Address
Submissions	
Pending Info / Application Questions	
Approvals	
Declines	
Withdrawn Applications	
Setup Info	

6. Customization Requirements

Do you require anything customized? (open-ended — capture anything not covered above)

☐ White Labeling

Color Scheme / Brand Requirements

Other Customization

Additional Notes: