



Introducing the Heartland Trusted Dealer Program,
a new way for industry POS dealers to expand revenue
opportunities and increase their margins.

WHY PARTNER WITH HEARTLAND?

Heartland offers an unparalleled ethical commitment to our customers, and we're looking for dealers who share that perspective. Stemming from our merchant advocacy efforts and development of the original Merchant Bill of Rights, we are known for being fair and open. If you share these same standards, we can help you find new ways to add value for merchants while growing your own business.

As a multi-product solution provider, we expand your product set to acquire new business, enhance customer relationships, and increase recurring monthly income in several different ways. One of the ways we do this is by assigning a dedicated business development team to each partner for support and problem resolution. We also drive new business your way at no cost to you.

YOU ALREADY KNOW HEARTLAND PAYMENT SYSTEMS

Best-in-Class Service: Live professional phone service nationwide in 5 seconds or less 24/7/365, ready to support our merchants and partners.

Industry Leader: Fortune 1,000, 5th largest processor with over 250,000 clients.

Merchant Advocate: Founder of the Merchant Bill of Rights.

Trusted Partner: More than 1,300 strategic partnerships.

Feet on the Street: Expertly trained W-2 sales professionals with high integrity.

Heartland

HOW MANY OF THESE REVENUE OPPORTUNITIES COULD YOU LEVERAGE?

Start with Feet on the Street Payment Processing, then expand your revenue opportunities with additional product/service offerings to increase your margins.

Heartland World Class Payment Processing

- Significantly enhance income opportunities that drive recurring income without driving up customer costs.
- Ongoing compensation for the world-class service you provide every day.
- Portfolio ownership.
- Technology leader in security, speed, and innovation.

Heartland Payroll Processing

- Web-based payroll and human resource solutions.
- Earn income every time one of your referrals runs payroll.
- Fully customizable and backed by a team of specialists.

Heartland Gift & Loyalty

- Enhance customer relationships and provide loyalty solutions that drive business for your customers.
- Earn recurring monthly income.

Heartland Lending

- Drive new business in core solutions by giving clients access to money.
- Provide fast, low cost funds to clients for POS systems or upgrades.

Expanded Product Offerings from Heartland

- | | |
|-----------------------------------------------------------------------------------|-----------------------------------------------------|
| • SmartLink: | • Leaf: |
| - Provide customers with unique, state of the art 24/7 managed network solutions. | - Product line expansion opportunity. |
| - Generate installation fee income & sizable recurring monthly income. | - Tablet POS solution to replace cash registers. |
| | - Earn recurring monthly income from SAS POS model. |

Heartland Feet on the Street

- Partner with our full-time W-2 sales professionals in your market to drive business and expand reach.
- Our sales professionals are specifically assigned to work with you.
- We're a mobile, tablet-based organization and always reachable.
- We'll bring you new business, too!

The Heartland Trusted Dealer Program Isn't for Everyone.

We want to partner with dealers who share our business values: transparency, long term customer relationships, integrity, and honesty.

If you share these values, we know that you stake your reputation on them. At Heartland, we feel the same way. We understand that when we partner with you, Heartland represents your brand. We take that very seriously ... as seriously as finding and rewarding the right partners.

Discover the Heartland difference! Partner with us and find out how many different ways a Heartland partnership can help you grow your business, increase your margins, and build stronger customer relationships.

To learn more about our Trusted Dealer Program and the Heartland solutions that make a difference to your customers, reach out to one of our Heartland Business Development Directors. We'll custom tailor a Trusted Dealer Program for you.

Jennifer D'Angelo, Senior Manager
Jennifer.dangelo@e-hps.com
860-918-1495

Heartland

POS
Partner
Income
Growth

To learn more, go to
GetHeartland.com

Start with Heartland Feet on the Street