

# MERCHANT PROCESSING NEWS



## PURPOSE OF THIS NEWSLETTER

It is my desire to both educate and assist business owners on the subject of “merchant services”. With that understanding, you will be able to make intelligent decisions in regards to any service or program offered.

## WHO AM I ?

My name is Jim Goodpaster, President of JG Consulting Group, Inc. I was born and raised in Indiana. I phrase it this way instead of saying “I grew up in Indiana” because I never want to grow up. Like you, I want to be able to continue to learn & grow intellectually while having fun and enjoying life until my time on this earth is finished.

I joined the United States Air Force in 1982 and faithfully served my country for ten years. In 1992 I was recruited to market merchant services for US Merchant Systems (USMS), a start- up company in California.

In 1995 I was approached by one of the founders to join the Executive Team. I moved to the Bay Area where I recruited, trained and managed sales people both in the office and nation wide. I’m proud to say that in a few months we were setting sales records.

At that time if an office submitted 200 accounts a month it was considered successful. Our office was submitting over 400 and continued to grow. Since 1992, USMS has helped over

June 2006

## What’s Inside:

- Purpose of this newsletter.
- Who am I?
- Why am I writing this newsletter?
- What outcome am I hoping for?

95,000 business owners with their merchant service needs. In 2001 I chose to move back home to Indiana. Utilizing the skills I had refined I have continued to assist merchants in their endeavor to increase their cash flow and -most importantly - - their bottom line.

## WHY AM I WRITING THIS NEWSLETTER?

The success of any sales organization begins with training. If an agent isn’t properly trained the business owner cannot receive the best there is to offer. I have helped train 1,000+ agents during my association with USMS.

With the amount of confusing and conflicting information business owners are bombarded with, I have decided it’s more important than ever to enlighten the business owner. It is my sincere desire to educate you as to what merchant services are available and what questions to ask when confronted with questionable information.

In upcoming monthly newsletters I will address questions I have been asked over the years that will be of use to you in the future.

## WHAT OUTCOME AM I HOPING FOR?

Simply this - the opportunity to **earn** your business!

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