

# IMPACT

by IRONWOOD 



MINIMUM EFFORT  
MAXIMUM IMPACT

SOLUTIONS & INTEGRITY EQUALLY DELIVERED™  
*Ironwood is a registered ISO/MSP with Fifth Third Bank, Cincinnati, OH*

# ABOUT US

Ironwood Payments is a diverse, national credit card and payments processing company specializing in partnerships with universities, banks, eCommerce providers, non-profit and for-profit corporations. This spans both business to consumer, such as retailers and restaurants, and also business to business relationships.

We understand the ever-changing payments industry and offer our customers current, customized solutions to fit their business needs. Serving thousands of businesses of across the country, our top priority is always customer satisfaction. We implement our core values of integrity, transparency and teamwork into every relationship we build.

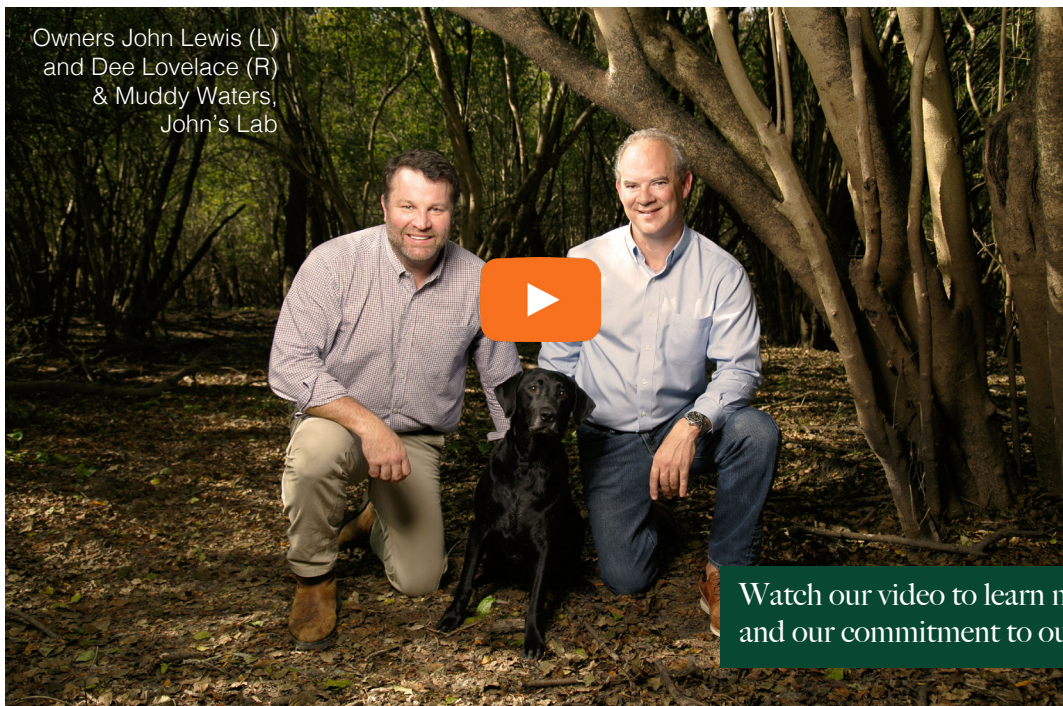
Our owners, John Lewis and Dee Lovelace, are award-winning payments industry veterans with a passion for bringing integrity and transparency to payments processing. While a student at The University of Mississippi, John co-founded a company that expanded into a national credit card merchant services company.

Dee worked alongside John as Treasurer and Chief Financial Officer of the company for eleven years. They formed over 130 partnerships in 32 U.S. states and were listed in the Inc. 500 “List of America’s Fastest-Growing Companies.”

In 2015, the lifelong friends came together to form Ironwood Payments with a goal of creating a trustworthy, customer-focused credit card processing company. Today, we serve business owners in a variety of different industries, giving them a partner they can rely on throughout the life of their business.



IRONWOOD  
PAYMENTS



Watch our video to learn more about Ironwood and our commitment to our customers.

# IMPACT

Ironwood formed IMPACT to focus exclusively on helping universities and organizations raise funds more easily and effectively. IMPACT allocates 20% of its credit card processing profits our partner organizations.

Through our partnerships with college athletic foundations like Baylor University and their marketing partner IMG, we are able to allocate those profits back to the foundation to make a difference for student athletes.

Each program faces their own financial challenges, and IMPACT complements the work of the athletic foundation's development efforts requiring very little time from the staff and yielding sustainable returns that can last a lifetime.

## Here's how it works:

As a Business Solutions Advisor, you will reach out to businesses within the Baylor community - local businesses, alumni-owned businesses, any business with a desire to support the Baylor program.

You'll provide potential customers with a set of solutions for running their business better, an outline of IMPACT member benefits, a cost analysis, and how they're able to give back to their school at no extra cost to them.

Ironwood believes that you should also be rewarded for the relationships you build with your customers. We provide our Business Solutions Advisors with a base salary of \$40,000 plus 10% residual commission.

That means EVERY TIME a customer swipes a credit card, you earn money, your customer saves money and the Baylor Bear Foundation reaps the benefits.

## HOW IT WORKS

1

On behalf of Baylor University, IMPACT signs up supporting businesses as participants.

2

Customers pay the participating businesses for goods and services with a credit or debit card, and the transactions are processed by IMPACT.

3

On behalf of each business, IMPACT allocates 15% of the processing profit margin to Baylor and 5% back to the participating business.

4

Each month, IMPACT will send the Bear Foundation a check and a summary report of all allocated funds.

5

The Business Advisor will receive the financial benefits of residual income.

6

Participating businesses receive recognition and save money by processing their credit cards with IMPACT.

# JOB DESCRIPTION

Serve the Baylor community as a Sales Representative for IMPACT by Ironwood, a new partnership with IMG and the Baylor Bear Foundation. Offer your customers the best products and solutions in the credit and debit card payment industry backed by a lifetime, no-risk Ironclad Guarantee. ***Ironwood has exclusive sales and marketing rights with IMG and the Baylor Bear Foundation which gives you a significant competitive advantage in your sales efforts.***

You will sell debit and credit card equipment and processing to sales leads within the Baylor community – local businesses, alumni-owned businesses, any business with a desire to support the university. Without spending an extra dime, these businesses can support IMG and the Baylor Bear Foundation by simply accepting credit and debit card payments. IMPACT donates a portion of our profits to the Baylor Bear Foundation in the customer's name each month and gives IMPACT customers access to exclusive member benefits.

Ironwood offers a refreshing customer-focused approach to businesses that accept debit and credit cards. Our owners are award-winning industry veterans who built Ironwood with the core values of integrity, transparency and teamwork.

If you're passionate about doing the right thing for your customers, Ironwood could be the perfect place for you.

## Compensation

Earn a competitive compensation plus attractive residual commissions that continue to pay over the life of each customer relationship you build. This means that every time a credit or debit card is presented for payment at your customer's business, you earn residual income.

- A base salary of \$40,000 annually plus 10% residual commission
- Full-time, W-2 employment status plus benefits

## What we're looking for

- A goal-oriented, team player – someone who exceeds sales goals and expectations. We'll give you the tools to help you succeed. We provide daily training and ongoing sales support.
- Persuasive and clear presentation skills – ability to educate businesses on the benefits of the IMPACT program and close the sale. IMPACT is seriously a win/win for everyone involved.
- Tech and business savvy – a dedication to gaining product knowledge and understanding customer needs to determine and advise customers on the best solutions for their business. We want to know our customers and help them do business better.
- A friendly, professional and positive attitude – also, hard-working, dependable and honest. These are the foundations of the Ironwood culture.
- Someone who can develop a pipeline of prospects, go out and meet business owners, network, build relationships, and always follow-up. If that sounds like you, come join our team.

## Qualifications

- Previous sales experience preferred unless recent college graduate
- Bachelor's Degree and/or proven sales record
- Valid driver's license, auto insurance, and background check
- Some travel required

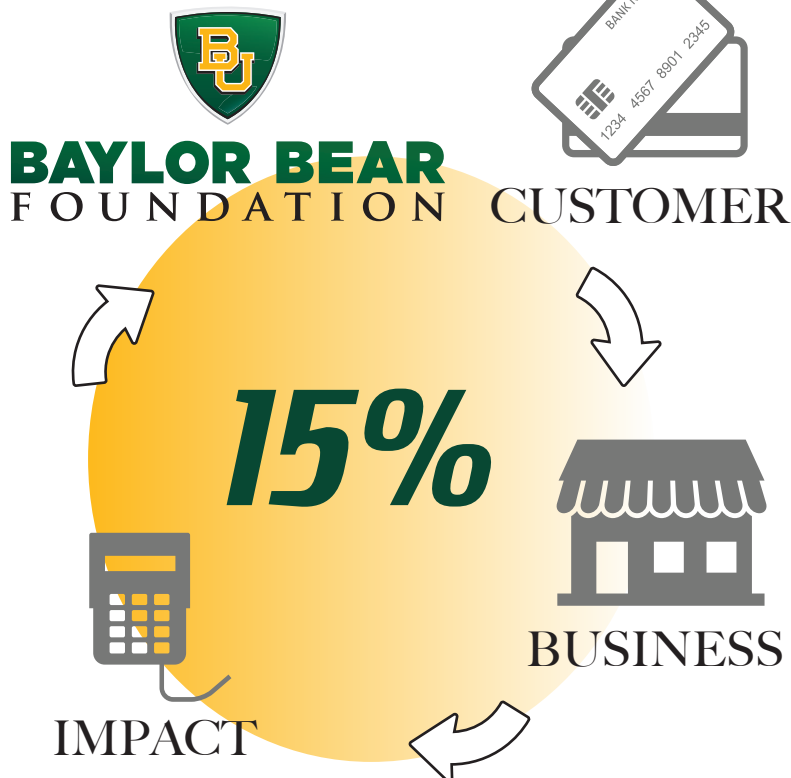
## To Apply

**For more information, call Kelley Pinion at 1.833.GoTeams or email your cover letter and resume to [kpinion@iwpmts.com](mailto:kpinion@iwpmts.com).**

# BAYLOR UNIVERSITY

- Support/endorse the program
- Provide list of businesses
- Provide recognition to each business at university
- Receive monthly check (15% residual income)

## how to make an IMPACT



# IMPACT

- Contact businesses
- Explain IMPACT to the merchant
- Prepare Customized Proposal
- Sign-up, prepare application and agreement with business
- Install credit card processing equipment
- Process all debit and credit cards, gift cards, EBT Apple Pay, etc.
- Submit monthly check and participating business report to Baylor
- Provide all marketing, sales support & customer service

# BUSINESS

- Window decal and signage showing support of school and program
- Recognition and promotion of business as an IMPACT participant in publications and social media channels
- Potential savings on credit-card processing fees
- Monthly contributions made to Baylor by IMPACT on behalf of the business



We think the best way to learn about Ironwood is through our customers.  
Watch our video and hear what they have to say.

**1.833.GoTeams**  
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