



SKYTAB

BY SHIFT<sup>4</sup>

**SkyTab Online Ordering Campaign**  
**July 26, 2023**

# What's happening?

- Toast recently implemented a 99 cent fee to all online orders over \$10, billed directly to the consumer.
- Restaurants didn't have any way to opt out or share in the revenue, and merchants were put in a position to face the brunt of customer backlash.
- After considerable pressure and negative press, Toast changed course and decided to remove the fee.
- Although Toast removed this fee for now, the company is desperately looking for ways to generate new revenue and will need to make up for this change in plans by exploiting their existing customer base in some way - whether that is through fees billed to their merchants or directly to restaurant customers.







**The trust  
has been broken.**

**It's time to ACT.**

# What are we doing about it?

To support restaurants and offer a way out for Toast customers, we are now offering the following incentives from **July 27 - October 31, 2023**

## OLO Promo

For every new SkyTab customer that signs up during the promotion period – **we will pay the merchant \$1.00** for every online order they receive through SkyTab for their **first three months of service.**

*\*All net-new SkyTab POS customers, including new and already established businesses*

## \$5,000 Signing Bonus

For every restaurant that **migrates from another POS system to SkyTab** during the promotion period – we will also pay them a **\$5,000 signing bonus** to offset the cost of their equipment and/or termination fees.

*\*Only existing restaurants who are migrating from another POS provider are eligible for this bonus*



# What are the best ways to leverage this program?



Promote the online ordering promo to all prospective SkyTab customers using the marketing slick available [here](#).



Promote the \$5,000 bonus to all merchants using competitor POS systems who may be interested in switching.



**Don't Get Toasted by Extra Fees**  
We'll Pay **YOU** for Online Orders

*Have you heard some POS providers are now charging online ordering fees directly to customers?*

With SkyTab, not only are we **86ing** online order fees – we will also pay you \$1 for every online order.\*

Plus, for a limited time, we'll pay you \$5,000 when switching from another POS provider!†

**Skyrocket Your Business with SkyTab**

SkyTab delivers a best-in-class POS solution packed with the features you need to run your business – from front-of-house to back-of-house to everything in between:

- Online ordering & reservations
- Mobile ordering & pay-at-the-table
- QR code ordering & payments
- Powerful reporting & analytics
- Built-in marketing & loyalty tools
- Local support & service

**No Upfront Costs – Starting at \$29.99/month**

Contact your sales representative for more information

SALES REPRESENTATIVE: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

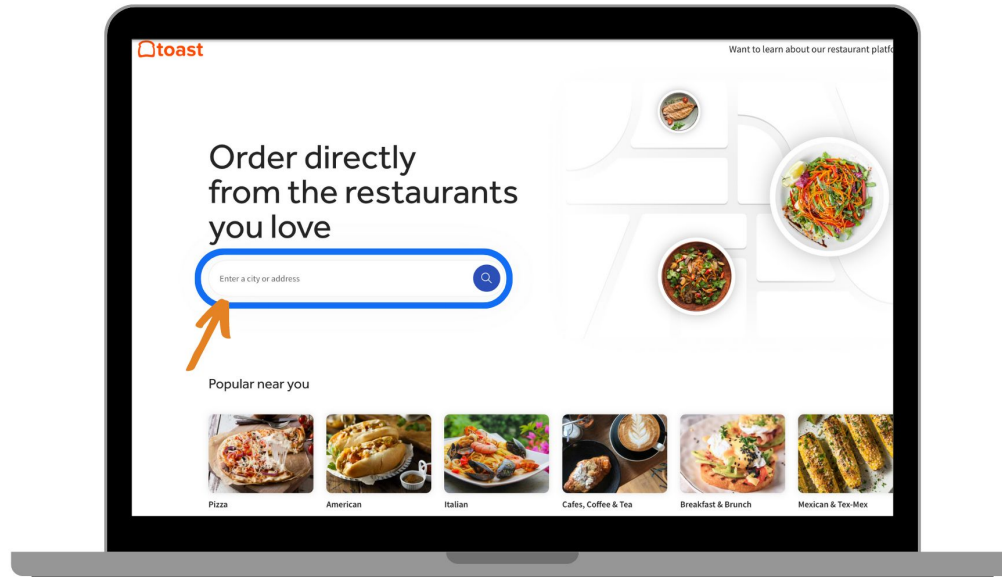
**SKYTAB**  
BY SHIFTO

\*SkyTab will pay merchant \$1 (\$5 for each online order placed at their business through SkyTab Online Ordering for the first 3 months with 20% off. After that, there is no fee to use SkyTab Online Ordering for the merchant or customer.  
†Terms and Conditions apply. Offer expires October 31, 2023.  
©2023 ShiftO. All rights reserved. 071030-0700003

# What are the best ways to leverage this program?



Easily find all local Toast merchants right on their website at <https://www.toasttab.com/local>. Simply search by your zip code or city and you will have an immediate lead list to target!





# What are the best ways to leverage this program?



Shift4 marketing will also be sending an email promoting this offer to all leads in Salesforce.

Don't Get **Toasted** by Extra Fees  
We'll Pay **YOU** for Online Orders

Have you heard some POS providers are now charging online ordering fees directly to customers?  
With SkyTab, not only are we B6ing online order fees - we will also pay you \$1 for every online order.

Plus, for a limited time, we'll pay you \$5,000 when switching from another POS provider!

**Skyrocket Your Business with SkyTab**

SkyTab delivers a best-in-class POS solution packed with the features you need to run your business - from front-of-house to back-of-house to everything in between:

- Online ordering & reservations
- Mobile ordering & pay-at-the-table
- QR code ordering & payments
- Powerful reporting & analytics
- Built-in marketing & loyalty tools
- Local support & service

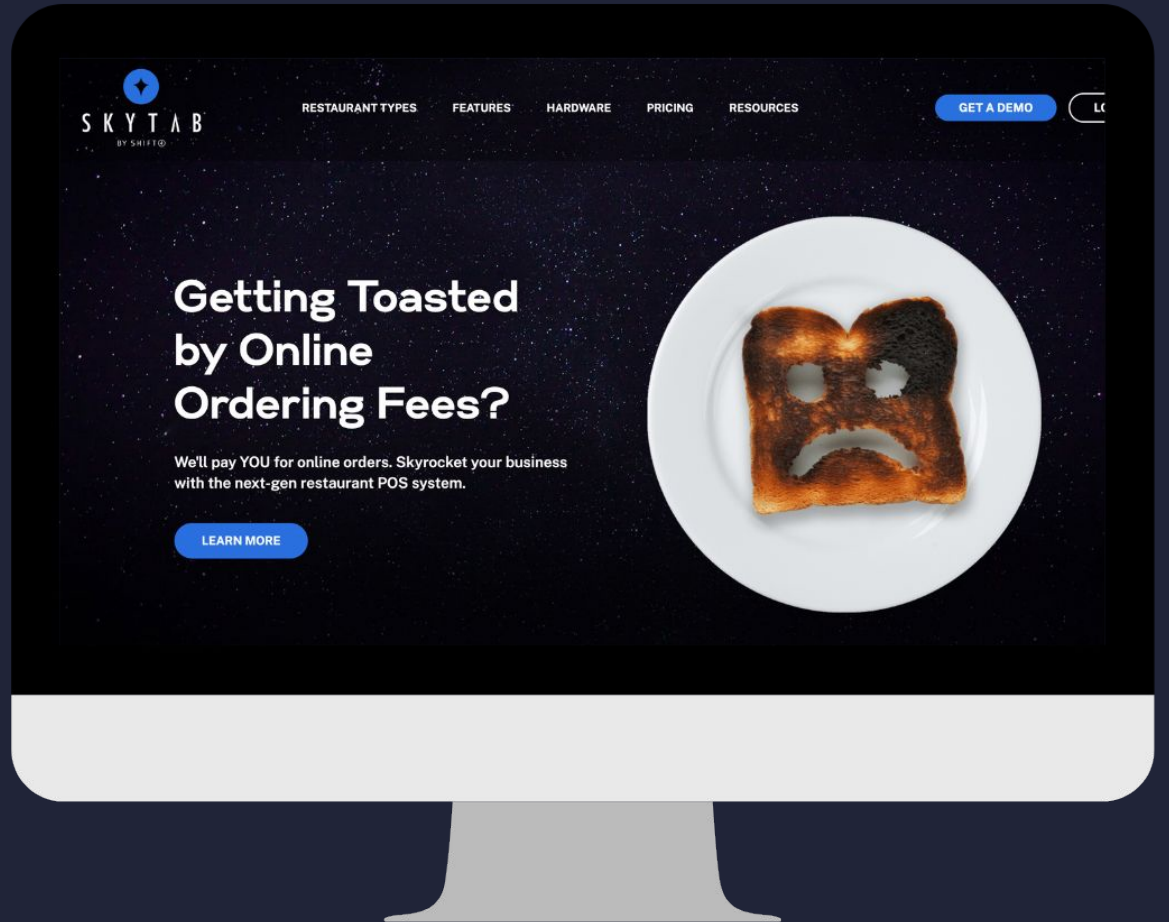
No Upfront Costs - Starting at \$29.99/month

LET'S GO

**SKYTAB**  
BY SHIFT4

**Landing Page:**

**[skytabs.com/pos-fees](https://skytabs.com/pos-fees)**







**FAQ**

# GENERAL

## What did Toast do?

Toast recently implemented a 99 cent fee to all online orders over \$10, billed directly to the consumer.

## Why did Toast retract this fee so quickly?

Toast received considerable pressure and negative press, which ultimately led them to retracting this fee. Additionally, this has caused them reputational damage that we can now capitalize on.

## How are we capitalizing on this misstep?

To support restaurants and offer a way out for Toast customers, we are offering the following promotion:

- For every new SkyTab customer that signs up during the promotion period – we will pay the merchant \$1.00 for every online order they receive through SkyTab for their first three months of service.  
**Note:** *This includes all net-new SkyTab POS merchants – including both new and existing businesses.*
- For every restaurant that converts from another POS system to SkyTab during the promotion period – we will also pay them a \$5,000 signing bonus to offset the cost of their Toast equipment and/or Toast termination fees.  
**Note:** *Only existing restaurants who are migrating from another POS provider are eligible for this bonus (no brand-new businesses)*



# GENERAL

## What are the best ways to leverage this program?

- You can promote the online ordering promo to all prospective SkyTab customers using the marketing slick available [here](#).
  - Shift4 marketing will also be sending an email promoting this offer to all leads in Salesforce.
- You can promote the \$5,000 bonus to all merchants using competitor POS systems who may be interested in switching.
- You can easily find all local Toast merchants right on their website at <https://www.toasttab.com/local>. Simply search by your zip code or city and you will have an immediate lead list to target!

## Is there a website we can reference?

Yes! You can visit [www.skytab.com/pos-fees](http://www.skytab.com/pos-fees) for more information.

## Where can I access the Terms & Conditions?

You can access the terms and conditions for this campaign will be available on [www.skytab.com/pos-fees](http://www.skytab.com/pos-fees) shortly.

## Where can I access the full list of talking points and FAQs?

You can access the talking points and FAQs [here](#).



# MERCHANT QUALIFICATIONS

## What type of merchants qualify for this promotion?

- **Online Ordering (OLO) Promo:** All net-new SkyTab merchants are eligible for the OLO promotion. This includes established businesses converting from another POS provider, or brand new businesses.
- **\$5,000 Signing Bonus:** Only existing/established restaurants who are migrating from another POS provider are eligible. Brand new businesses do not qualify.

## What merchants do not qualify for this promotion?

Any merchant who switches to SkyTab during the promotion period is eligible for the OLO promo. However, for the \$5,000 signing bonus, these merchants are NOT eligible:

- Focus POS merchants
- Any merchants using Future POS, Harbortouch, POSitouch, or Restaurant Manager not using Shift4 payment processing

## Do merchants need to be processing within the campaign dates in order to qualify?

Yes. Eligible merchants must be submitted and approved on or after July 27, 2023 and be processing payments (700 status) by October 31 in order to qualify for their respective promotion(s).





# MERCHANT QUALIFICATIONS

## Is there a monthly processing minimum?

Yes. Merchants must process at least \$30,000 in average monthly volume to be eligible for the \$5,000 bonus. There is no minimum for the OLO incentive.

## When submitting a merchant application, what do we have to do to ensure the merchant gets included in these promotions?

- **OLO Promotion:** All new SkyTab accounts installed during the contest period will automatically be enrolled to receive the \$1.00 credit for every online order
- **\$5,000 Signing Bonus:** You must make sure to include previous processing statements with the merchant application so that we can verify they are an established business switching from another provider.



# PAYMENT

## How are we paying the OLO credit?

Merchants will receive a statement credit each month for their first three months of processing online orders, paid out one month in arrears.

## How are we paying the \$5,000 Signing Bonus?

The \$5,000 bonus will be ACH deposited to the merchant approximately 60 days after installation and go live. They must be actively processing payments to receive the bonus.



**Thank You!**



**S K Y T A B**

BY SHIFT©