

TESTIMONIALS

Sterling's Bridge Business Intelligence®



"When customers ask us about adding a cash register and which one is the best, we always refer them to the SAM4s ECR. That's what I've witnessed to be the best. With Bridge's card integration, online sales reporting, and wireless option -- those features just take it over the top. This is going to impact a lot of peoples' bottom lines. It's what this industry has needed for a long time."

Mike Schantz / President & CEO / Schantz Mfg Inc / Highland, Illinois
Manufacturer of Custom Concession Trailers and Mobile Kitchens



"I had accepted credit cards in the past, but gave up because the equipment kept breaking, connections were dropped, and the chargebacks and other fees were cost-prohibitive.

"I decided to try again because other business people told me their revenues grew by 10 to 30 percent when they started accepting cards. I also know that the mindset now is to use credit or debit cards, not cash.

"My second try at card processing was with the SAM4s with Bridge Business Intelligence. If I put the two experiences side by side, there is no comparison. The SAM4s with Bridge is very fast – so fast, it doesn't give customers time to change their minds about orders! It's reliable – in thousands of transactions, I've had just one call dropped. Bridge's online reporting tells me what's selling at an event and what's not. And I feel good knowing all my data is being stored, so I don't have to go through boxes of paperwork at the end of the year.

"I strongly recommend this system to any business thinking about accepting card payments, or changing the way they process now."

Mary Johnson / Partner / Arlington's Best Concessions / Chicago, Illinois





"Sterling's payment solution is really fast, easy to use, and most importantly, it's reliable. I have about two and a half hours to make my money – I can't afford a shutdown – and our SAM4s ECRs with Bridge Business Intelligence have operated strongly and consistently. I had not accepted cards prior to 2012, but because I served more customers and made more money per customer, I'll definitely continue to use this product."

Russ Williams / Williams Entertainment

Concessionaire for Toronto Blue Jays Spring Training and Dunedin Blue Jays Minor League Baseball Team



"The SAM4s cash register with Sterling's wireless modem allows me to take my food truck anywhere and process payments in locations where wireless service is weak or not available.

"The wireless connection is incredibly fast. My truck can produce meals for up to 400, and the ECR and the wireless option make it possible to serve that many people quickly. Customers love my food, but they also like not waiting in line to pay for it. The ECR receipts have been a huge plus – customers don't expect receipts from a food truck. I've been really happy with this solution, but what really matters is that my customers are happy.

"I had planned to take my truck and semi-retire on the beaches of Florida. But I get several e-mails a day asking me to bring the truck to an office park, or an event. Even a nearby Air Force Base called me. No matter where I go, the wireless option allows me to process payments. Business is so good, Florida may have to wait."

Roberto Zanti / Owner -Chef / Roberto's Truckatoria / St. Louis, Missouri



"Before we implemented Sterling's Bridge Business Intelligence, we accepted cash only. With no ATM in the facility, we knew we were losing sales. After installing the SAM4s ECRs with Bridge throughout the stadium, we saw sales increase 10 to 15 percent from credit card sales. Sterling's system makes taking credit cards easy and uncomplicated, and our customers move through the concessions lines quickly."

Bob Newman / Owner / Pinnacle Concessions

Concessionaire at Hi Corbett Field, home of University of Arizona's baseball team





"I run a high-volume concession at the Houston Rodeo every year. In the past, I've used a dial-up terminal where card transactions took up to 20 seconds. It slowed down lines and I had to have something that would process faster. Sterling recommended SAM4s ECRs with Bridge Business Intelligence, which processed transactions in 2 to 3 seconds! We ended up serving many more customers, so it was a big win for us.

"There was no downtime with Bridge, so we didn't lose any sales during the three week event. I'll definitely be using it again at next year's rodeo."

Bray Vincent / Director of Catering / Goode Co. Catering / Houston, Texas



"When I propose a SAM4s with Bridge Business Intelligence, I show customers the two-second transactions, the online access to a variety of sales reports, their ability to change pricing remotely, and the fact they can run several ECRs on a single modem.

"I also explain why this system is more secure than a phone or a tablet POS, and I show them clippings about how a regional grocery store chain lost millions in a security breach. Then, when I tell prospects about the price of the ECR/Bridge package, they're sold."

Ed Twesten / President / Allied Business Systems, Inc. / Glen Carbon, Illinois

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