



▶ LETTER FROM THE PRESIDENT- YOUR TERRITORY IS PROTECTED FOR NOW. WILL IT BE IN THE FUTURE? ..... 2



▶ TECH TOOLBOX- TRITON OFFERS SEVERAL TRAINING COURSES EACH YEAR ..... 3



▶ THE SALES DESK- THE MOST IMPORTANT RULE IN SALES IS BELIEVING IN YOUR PRODUCT ..... 4

# team

# ATMV

ATM VENTURES: "DOING IT RIGHT THE FIRST TIME."

QUOTE OF THE MONTH: "If you don't know where you are going, you might wind up someplace else." Yogi Berra

## ATMV and You

by Larry Mackey

When I was a Boy Scout, we played a game when new Scouts joined the troop. We lined up chairs in a pattern, creating an obstacle course through which the new Scouts, blindfolded, were supposed to maneuver. The Scoutmaster gave them a few moments to study the pattern before our adventure began. But as soon as the victims were blindfolded, the rest of us quietly removed the chairs. I think life is like this game. Perhaps we spend our lives avoiding obstacles we

have created for ourselves and in reality exist only in our minds. We're afraid to apply for that job, take violin lessons, learn a foreign language, call an old friend, write our Congressman - whatever it is that we would really like to do but don't because of personal obstacles. Don't avoid any chairs until you run smack into one. And if you do, we'll be here to help move it out of the way.

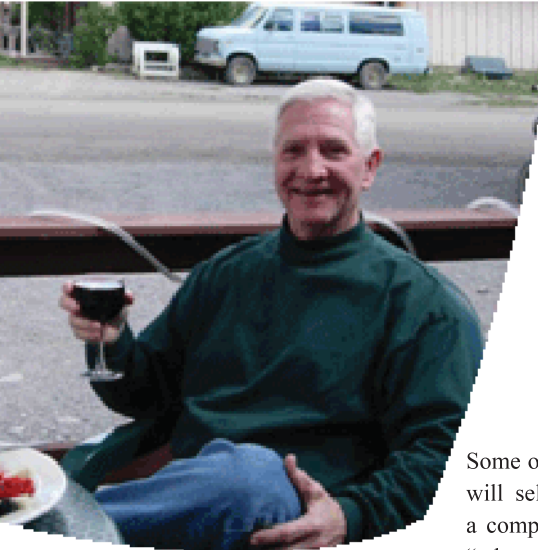


## Upcoming Events

Triton Distributor Conference  
May 9-11  
Memphis TN  
[www.tritonatm.com](http://www.tritonatm.com)

FSPA  
June 7-11  
San Antonio, TX  
[www.fspa1.com](http://www.fspa1.com)

ATMV VAR Conference  
Dates TBA  
Houston, TX  
[www.atmventures.com](http://www.atmventures.com)



# Letter from the President

*The follies which a man regrets most in his life are those which he didn't commit when he had the opportunity. ~Helen Rowland*

Letter From the President My primary topic for this month will be that of sales. ATM Ventures along with you and your companies have purchased from Triton close to \$700,000 in equipment as of the end of April, 2006. We want to thank you for the equipment you have purchased and encourage you to continue to move forward aggressively.

We will be announcing new opportunities for ATMV and your Companies on or before our next newsletter. You will be very surprised. The forthcoming opportunities will provide you with tomorrow's equipment today. We will also have opportunities that will allow you to diversify your current business with your same customers.

Some of you have indicated, "We will sell Triton when they have a complete line", or "when the 7000 is available", or "when the 'bunker unit' is available". ATMV and others have been successful in selling what we have to sell today. If you continue to wait, you may miss the opportunity to sell the FT 7000 and the FT and RL 6000 series machines. Our success has allowed us to keep some territories "protected" as much as Triton is willing to protect a territory and has prevented other companies from becoming Triton VAR's in your areas. Triton is pressuring us to produce in some areas that have had very few sales. I want to assure you that ATMV will protect the relationship with Triton and will protect the current areas in which we serve *as long as sales justify it*. Success begets

success and if we fail to produce Triton will replace us. There is no turning back at this point.

**“ We will be announcing new opportunities for ATMV and you in our next newsletter. You will be very surprised. ”**

Triton has changed the marketplace forever with competitive equipment and the best is yet to come.

You have our complete support to help you sell to your banks or credit unions. We have joined with you to meet with you customers; we have shipped equipment to your location for local trade shows and to display to your customers. We have had conference calls with you and your customers to discuss Triton Connect and its capabilities. You have the best pricing in the country and the attention of Triton. Because of you, we have influence across the entire country and Triton listens when we have an issue or a need. The time to sell is now.

## DID YOU KNOW?

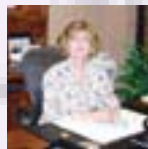


1. The FT 5000, RL 5000 & the RT 2000 ship with 99 possible administrative passwords. You can select a password and restrict access to very specific items
2. The RL 5000 Windows XP is currently available with NDC + software.
3. The RL 5000 Windows XP unit currently is available only with a Delarue NMD-100 dispenser with a presenter.
4. The FT 7000 Beta shipments are currently scheduled for shipment June 1, 2006
5. Any ATM that is PC based must be shutdown properly not power failed. If unit is writing to disc at the time of power failure, a corrupt file can result thus shutting down the unit

## ATM Ventures Staff



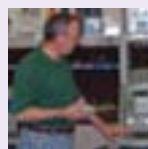
Phil Suitt-  
President



Patti Suitt-  
Accounting, Terminal  
Setup, & Monthly  
Settlement



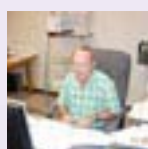
Larry Mackey-  
Order Entry,  
Purchase Orders,  
Invoicing, Database  
Mgmt. & Web



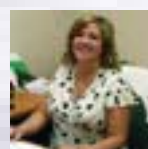
David York-  
Sales & Operations



Brad Payne-  
ATM Technical  
Service & Training



Hans Goetti-  
Office Mgr, Vault  
Cash, Armored,  
Accounting & IT



Stephanie Humphrey-  
Sales, Vault Cash  
Tracking, Armored  
Service Coordination

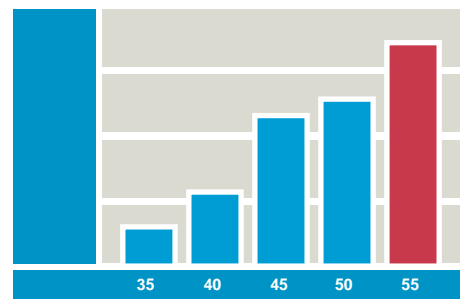
A company's most productive investment remains its people. It is through the dedication, skills and initiative of those people that any company has prospered and will continue to move ahead.

# The most important rule in sales is believing in your product.

by Stephanie Humphrey

The most important rule in sales is believing in your product. You will immediately gain confidence from your prospect if you are genuine in your enthusiasm for your product.

It is also important to “know” your product and the clientele you’re selling to. Research your product as well as your demographic before making your sales pitch. Be sure to talk on your prospect’s level, in other words, use their terminology. Keep things simple and your prospect will be much more comfortable.



When you’re able to properly communicate with your prospect they will relax and lower their resistance to your sales pitch.

If you use too many technical terms the prospect might think you’re trying to make them feel stupid and will resist the message you’re trying to send with regard to your product. Not only is it critical to know your product but also your competition’s product. You must not only convey why your product is better but why the competition’s is inferior. Come up with counter selling points for the competition. Remember, believing in your product is the key to successful selling.



## Technical Toolbox

by Brad Payne

Triton offers several hundred training courses each year and has trained thousands of technicians. Our instructors are certified with extensive field and training experience, offering a thorough education for both the novice and professional technician. We offer an enhanced, hands-on learning environment. Triton is committed to meeting your training needs by offering classes at either Triton’s state-of-the-art training facility in Long Beach, Mississippi, or at your location.

From installation and set up to service and maintenance, we provide training on the entire scope of ATM operations. Limited class sizes allow for maximum interaction between students and instructors. We also offer ongoing support between instructors and students after initial training. The schedule is presented on

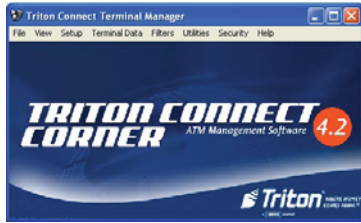
Where you start is not as important as where you finish.



# Triton Connect Corner

by Hans Goetti

In Triton Connect you can review journal information in several different ways. To begin with, let's go to "Terminal Data" – "View Journal Data". Select the terminal and click on "View".



From the Journal Data window that pops up, you have a large number of choices of how you can look at the journal information. You can step forward and backward through the journal, one entry at a time.

For more specific requests, you can click on "Search" to search your journal database by 23 different

parameters, such as: date, time, authorization number, amount requested, amount dispensed, reversal status, trial cassette close, cassette close, etc., etc. This makes it really easy to find specific information. This is very helpful when researching Reg.E claims.

My personal favorite, however,

is the CSV file. You can put the entire ATM history in a spreadsheet format for extremely easy reviewing. To do this, click on "Print" on the Journal Data window. On the "Print Journal Data" window that pops up, click on "All Journal Entries", "Print to File, not Printer" and select "Comma Delimited" as the report format. Now click "OK", then enter a filename on the next screen in the format of 4.3, meaning, 8788.csv (just use the last four digits of the terminal ID).

The file will be saved in the Triton Connect root directory. Go there and double click on that file name and up pops an Excel spreadsheet with everything that ever happened on that ATM. What a great way search for information or troubleshoot a problem you may be having.

## The Sales Desk

by David York

ATM advertising is a powerful marketing tool.

As a leader in the retail ATM market, we Triton recognizes that advertising and branding are key components in any successful marketing strategy. They have already established that ATM advertising is a cost-effective way for retailers to cross-sell products and services, increase revenues and serve consumers. However, there are other value-added services associated with ATMs that are currently under utilized in the marketplace. Retailers can take their ATM advertising to another level by customizing their on-screen messages, branding and coupons and carrying that information over to the transaction receipt. At that point the consumer has not only seen the customized message on the ATM screen, he walks away with a printed version of the same ad. Now that is powerful.

ATM advertising is a smart investment. Compared to traditional advertising outlets, the cost of an ATM advertising campaign is marginal - even a small response from consumers results in a positive return-on-investment. Other benefits of a smart investment in ATM advertising include:

- Distance management
- Real-time content changes
- Ad graphics can be placed in and out of service
- Hands-on, personalized attention to consumers
- Ability to cross-sell products and services
- Local source for increased in-store revenues



## Available Services

- **Joint Venture/Outsourcing**
  - ATMV with VARs
  - ATMV with FI's
  - VARs with FI's
- **ATM Processing**
- **ATM Placements**
  - Temporary placements
  - Joint venture placements
  - Small banks and CU's
  - Bank off-premise locations
  - ATM management
- **ATM Parts**
- **ATM Paint**
- **Vault Cash**
  - Armored service
  - Vault cash management
- **ATM Graphics**
  - Screen graphics
  - Receipt graphics
  - Sign Inserts
- **Receipt Paper**
  - Triton
  - Tranax
  - Custom preprinted

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# Classroom Training Schedule

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## May 1 - 5

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1					
Classroom 2	5000XP	5000XP	NMD	NMD	

## May 8 - 12

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1					
Classroom 2					

## May 15 - 19

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1	RL/FT/RT	RL/FT/RT	NMD	NMD	9100
Classroom 2					

## May 22 - 26

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1					
Classroom 2	5000XP	5000XP	NMD	NMD	

**May 29 – June 2 – No classes due to Memorial Holiday**

## June 5 - 9

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1					
Classroom 2	5000XP	5000XP	NMD	NMD	

## June 12 - 16

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1	RL/FT/RT	RL/FT/RT	NMD	NMD	9100
Classroom 2					

## June 19 - 23

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1					
Classroom 2	5000XP	5000XP	NMD	NMD	

## June 26 - 30

CLASSROOM	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Classroom 1	RL/FT/RT	RL/FT/RT	NMD	NMD	9100
Classroom 2					