

INCREASE YOUR SALES BY ACCEPTING CREDIT CARDS

BY EVELYN SIEGEL

Millions of cards are carried in the U.S. by people who take them where ever they go – to the mall, on vacation, to the post office, out to eat, to the dentist or surfing the Internet. These consumers enjoy the convenience, flexibility and security credit cards offer. *Accepting major credit cards increases your credibility, customer convenience and sales.*



Businesses must be competitive and being able to meet the payment options your customer's demand is critical. *Credit card payment processing is fast, easy and affordable for merchants like you.* No matter which form of payment your customers choose – credit cards, debit cards or checks – our easy-to-use systems will streamline the process and provide your business with a strong competitive edge.

Why Accepting Credit Cards Will Help You Increase Sales and Profits

INCREASED SALES

Studies have shown that having a merchant account may increase sales from 30% to 80%. Many direct marketing businesses produce 80 to 90% of their sales by credit cards. Accepting credit cards gives your customers more buying power with less risk on your part.

Consumers can take advantage of specials, stock-up on the products and services they need most, and in the case of health care services, obtain treatment when it's needed. Credit card customers purchase between 50% and 75% more products than cash and check customers.

BIGGER SALES

The average credit card user spends 2.5 times as much as cash buyers. Customers are 3 times as likely to buy with credit cards. Let's face it: doing business today is no longer just a local activity. We do business nationally and globally.

STEADIER SALES

Credit cards smooth out business peaks. Cash shoppers buy heavier on paydays and just before holidays; credit card customers buy whenever the need arises.

CLOSE IMPULSE SALES

With credit cards, buyers feel more freedom to make unplanned purchases. We all buy on impulse. Just check with any advertising expert and they will tell you that you must do something to get the customer to **act right now.**

WORKING CAPITAL

In most cases the merchant will receive funds from a credit card sale before having to pay the product supplier; this gives you increased cash flow. This means that credit card receipts will contribute to your working capital, which costs you nothing in interest.

REDUCED EXPENSES

Your cost of accepting credit cards will actually pay for itself. Especially when the costs are offset with increased revenue and profit. You will save time on the management of billing, sending statements, and tracking receivables, thereby reducing your overhead and related expenses.

ENHANCED CREDIBILITY

The ability to accept credit card payments gives you increased credibility in the eyes of prospective and current clients. If you have the credit card option in your ads, your prospective clients will think of you as a major player.

HIGHER PROFIT MARGINS

Credit card customers are typically less conscious of price differences than buyers that pay by check or cash. Your profits can increase an average of 30% to 80%. Profits are the bottom line for every business.

COMPETITIVE EDGE

Credit card and ATM card users tend to seek out businesses that accept credit card and ATM card payments over those that do not.

CUSTOMER LOYALTY

Research shows customers who spend more on credit tend to return to the same business again. Consumers enjoy the speed, convenience, and payment flexibility that cards provide. Card acceptance lets you accommodate these consumers and offer increased payment options with monthly, quarterly or semiannual billings.

INTERNET STRATEGY

It is clear that credit cards are the predominant and safest method of moving currency over the Internet. Accept them or lose customers.

***NOW is the time** for you for you start accepting major credit cards to increase your sales.*

Through her **Cash Flow Services, Mentor Evelyn Siegel** provides programs for all types of businesses:

- v Retail Services
- v Home-Based
- v Internet
- v Professional Offices
- v Telephone Order
- v Mail Order
- v Start-Up

Evelyn can help you realize your full sales potential by enabling you to accept credit cards and other electronic payment methods. Contact Evelyn Siegel at (310) 826-4847 or evelyn@cashflowservice.com. As a Participant of www.WomensSupportTeam.com, you are entitled to Evelyn's **Free Analysis**.