

# PRIME

PAYMENT PROCESSING



## CASH IN:

# 6 Income-Limiting Assumptions You Can Fix Right Now to Maximize Your Company's Inbound Cash Flow



### **Assumption #1:**

**My Current Payment System Gives Our Customers All the Payment Options They Need**

*Reality:* Companies miss out on significant revenues every day because they don't offer the payment option a given prospect wants to use. This can result in thousands of dollars of missed revenue opportunity. The good news: this problem is easily fixed. Make sure you're aware of all your payment processing options and how people are making payments today.



### **Assumption #2:**

**Online Payment Options Are Only for eCommerce Companies**

*Reality:* Every business can take online payments. You don't need to be in ecommerce, and you don't even need a website! Best of all, you can add this option at no additional cost. People are familiar with making online payments. Make it easy for them to do business with you.



### **Assumption #3:**

#### **Payment Plans and Recurring Payments are Difficult and Costly to Set Up**

*Reality:* Payment plans and recurring payments increase closing rates with customers who don't have the total amount needed to make a purchase today without increasing their credit card balances. These automated services are simple and inexpensive to set up and can increase your sales closing rate quickly and substantially.



### **Assumption #4:**

#### **American Express® Charges Too Much**

*Reality:* If you're taking less than \$1 million a year in AmEx transactions, we can help you get the same rate for AmEx charges you do for Visa® and Mastercard®!



### **Assumption #5:**

#### **Using Our Credit Card Terminal for Remote Transactions Is Efficient and Effective**

*Reality:* If you haven't converted your computers into payment processing machines you're 1.) wasting time with manual card entries into your terminal, 2.) increasing the probability of errors in transactions, 3.) receiving declines on some cards after the customer is off the phone (with reduced possibility of recovering that sale), and 4.) putting your customers' information at higher security risk. Transforming your computers into fast, reliable payment processing machines is quick and simple.



## Assumption #6:

### B2B and B2C Transactions Are All the Same to Credit Card Companies

*Reality:* This is a HUGE misconception. All transactions are NOT equal. If the majority of your transactions are business-to-business, you're likely paying too much in merchant fees! B2B transactions are seen as favorable and can warrant a lower processing rate. Don't overpay if you're in this category.



## Bonus Tip:

If you have multiple staff processing payments (or multiple locations or departments), make sure you are using a system that tracks the party responsible for each transaction. This simple solution offers transparency for administrators and accountability for your entire team, saving time and lost revenues in the process.

## Ready to **Maximize** Your Inbound Cash Flow?

We're here to answer your questions, show you solutions customized to how you do business, or even review your current payment processing setup to make sure you're taking advantage of all the options and opportunities available to you.

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