

CREDIT CARDS

Improve Your Business

5 WAYS / ACCEPTING CREDIT CARDS
IMPROVES YOUR BUSINESS



A publication of



INTRODUCTION

According to an Intuit survey, 55% of small businesses in the United States do not accept credit cards. Most survey respondents reported that the costs and fees associated with credit card processing was their primary reason for declining this form of payment. With cash sales estimated to represent only 23% of all POS purchases by 2017, the potential business benefits that accompany credit card acceptance now outweigh the cost.

If you need more convincing, we've outlined the top five benefits of accepting credit cards at your place of business.

BENEFIT ONE CUSTOMERS SPEND MORE





If your business is not accepting credit cards because of the processing fees associated with this method of payment, consider this: A Dunn & Bradstreet study found that customers spend 12-18% more when using credit cards than when using cash. Even after paying credit card processing fees (which typically range from one to three percent), a single credit card transaction will net as much as 9% more than a cash transaction.



BUSINESSES THAT DO NOT ACCEPT
CREDIT CARDS MISS OUT ON MORE THAN
\$100 BILLION IN COLLECTIVE REVENUE.

- INTUIT

BENEFIT TWO IMPROVED CASH FLOWS AND BUSINESS CREDIT





According to a 2013 report by Experian, small business loans continue to decline. Only 9.2% of loan officers at big banks told the Federal Reserve Board that they have “somewhat” eased their standards for small firms. Add to that, the big banks define a small firm as those with annual sales below \$50 million.

In the past, small businesses could count on smaller banks as the most likely to offer small-business loans. But chances of finding a small bank have dwindled as big banks absorbed them during the great recession.

The good news: accepting credit cards improves business cash flow, which is the #1 contributing factor to lenders' willingness to loan.



While big banks may not be ready to extend credit to small businesses, you will capitalize on healthy cash flows by qualifying for alternative financing options such as private investors, asset-based lenders, and merchant cash advances. Improved cash flows can wipeout uncertainty about whether or not to hire or expand your business. And don't fret when inevitable, yet unexpected, expenses arise because you'll have healthy cash flows to leverage in a pinch.

The Experian report notes that lenders will continue to skip over unproven companies even if they have some significant assets (intellectual property) but lack others (customers) that are key to longevity and prosperity. "Loans are supposed to be repaid, and consequently borrowed money must be deployed in support of activities that will return enough cash to repay the loan," explains William Dunkelberg, chief economist at the National Federation of Independent Business.



Loans are supposed to repaid, and consequently borrowed money must be deployed in support of activities that will return enough cash to repay the loan.

- William Dunkelberg, chief economist

BENEFIT THREE YOUR CUSTOMERS EXPECT IT





If you don't accept credit cards, you are sure to have heard customers' surprised reactions when you decline their plastic and request cash or check. As technology makes online banking more convenient, consumers choose credit and debit cards over cash because they are convenient and secure, and as business acceptance continues to grow, so do your customers' expectations.

Your loyal customers expect credit card payment options, and new customers may choose the competition in favor of more convenient payment options. Studies on consumer payment preferences reveal that most consumers want options. In a recent WePay survey, 69% of respondents between the ages of 18-34 stated that they will not shop at businesses that only accept one form of payment. Even more surprising is that 48% of consumers over the age of 55 agreed.

Consumers who will only shop at businesses that take multiple forms of payment:



- 69% of consumers 18-34
- 58% of consumers 35-44
- 52% of consumers 45-54
- 48% of consumers 55+

- MARKETWIRED.Com

BENEFIT FOUR INCREASED EFFICIENCY

efficiency

A hand in a white shirt is drawing a blue line that starts as a horizontal line and then curves upwards into an arrow pointing towards the top right. The background is a light blue bokeh effect.



There's a reason that 58% of small business are asked by their customers to accept credit cards. Patrons like the simplicity and convenience of credit card purchases, but consumers aren't the only ones who save time and energy during credit card transactions. Business that accept credit cards see improved efficiency, more accurate sales reporting, and shorter transaction times. Credit card transactions are approved in real-time, and funds are deposited directly into your business's bank account so you save time collecting, counting, and depositing cash by hand.



When you accept card transactions, your business can be more effective by:

- Getting fast, automatic access to funds.
- Guaranteeing payment because credit cards don't bounce.
- Skipping trips to the bank for deposits.
- Increasing the speed of checkouts.

- Visa

BENEFIT FIVE GO DIGITAL



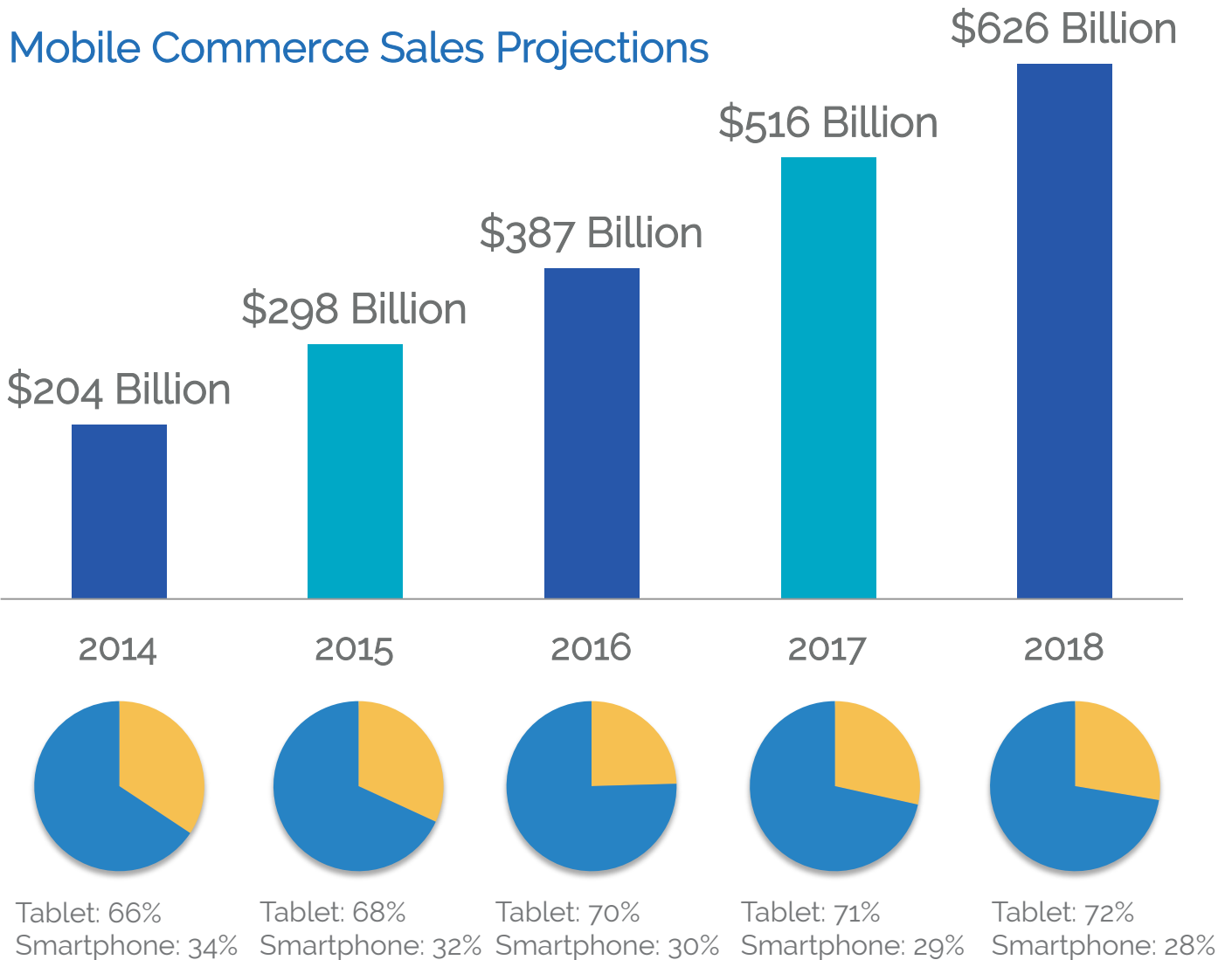


Accepting credit cards creates opportunities for your business to take advantage of the growing online and mobile marketplace. Your business may have a decent customer base locally, but expanding your presence online and in mobile can have a positive impact on your revenue.

Online sales give consumers easy access to your products or services, and mobile shopping makes it easy and convenient for your customers to shop and purchase on the go. This is especially valuable for restaurants who offer carry out, and retailers who have shippable products.



Not convinced? Consider this; in 2013, e-commerce sales reached a whopping \$638 billion, according to The Goldman Sachs Group Inc. Furthermore, based on predictions from Goldman Sachs and population projections from the United Nations, by 2018, 14.4% of the 7.5 billion people on Earth will make at least one purchase on a mobile device.



START GROWING YOUR BUSINESS TODAY.

Learn more about how to start
processing credit cards. Speak with
Quikstone Capital today.

TELL ME MORE

QUIKSTONE
CAPITAL SOLUTIONS



QUIKSTONECAPITAL.COM