



## ***How accepting credit cards can increase your business.***

Accepting credit cards online allows you approve credit, authorize purchases, and receive credit card funds from your customers, but what's most important, it allows you to increase your business profits.

These are some key points of how credit cards can help your business grow:

- ✍* **Bigger Sales:** Customers who make purchases with credit cards spend 2.5 times more on merchandise than those who buy with cash.
- ✍* **Payment Options:** By giving customers the option to pay with a credit card, you are increasing the buying power of your customers. They can make the purchase and pay at their own pace instead of paying a lump sum right away.
- ✍* **Internet Strategy:** Credit cards are the primary method of payment over the internet. If you don't accept credit cards, you will miss out on a sale. Accepting credit cards also separates your business from those merchants who do not.
- ✍* **More Expensive Merchandise:** Customers who use credit cards are usually not aware of slight price differences as are those who pay by check or cash. Usually, they are more interested in businesses that offer credit rather than those that offer discounts or wholesale items and do not accept credit, thus increasing the average amount of each sale.
- ✍* **Impulse Buying:** Customers have a sense of freedom when using their credit cards to make unplanned purchases.
- ✍* **Increase Sales Volume:** Accepting credit cards has shown a sales volume increase of up to 40%.
- ✍* **Steady Sales:** Customers who use credit cards, make purchases whenever the need arises. Customers who use cash on the other hand, only make purchases on payday or during the holidays.
- ✍* **Return Customers:** Studies show that customers who use their credit card, usually like to return to the place where they made their previous purchases.
- ✍* **Card Usage:** There are 243 million MasterCard and Visa cards in the United States equaling a total spending of \$215 billion.
- ✍* **No Risk:** When credit cards are processed and approved, you can be certain that the funds will be there for you. You don't have to worry about taking a risk because the customer deals directly with their credit card provider in case they can't pay their bill. Remember, your money is already in the bank. (However, please remember that any customer can dispute a charge on their card statement)

As you can see, accepting credit cards is vital to the success of your business. Allowing people to use credit cards is the easiest, fastest, and best way to increase your profits.