

## HOW ELECTRONIC PAYMENTS WORK FOR YOUR BUSINESS

Consumers not only want to use their cards, but they'll often spend more money when they do. Research shows that consumers spend up to 16% more when using a payment card. Yet 55% of the nation's 27 million small businesses still don't accept cards. By accepting payment cards, your customers know that your business cares about their time, money, and security. That leads to more and higher sales and loyal customers.

### YOUR PROCESSOR

Processors give you access to the payment network. A good processor does the digital legwork to make sure you get paid. Find the processor that fits your business—small, medium, or internet-based.

### ACCEPTING PAYMENT

Square, mobile, online, in-person—you can accept all kinds of payments thanks to the electronic payment network provided by companies such as Mastercard.



### YOUR BANK

The bank says the customer is good for the payment and transfers the money to you.

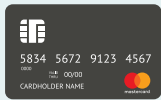
### YOUR MONEY— FAST, SAFE AND GUARANTEED.

When the money lands in your account, you have a digital record.



## ELECTRONIC PAYMENT TECHNOLOGY: SAFE, SIMPLE AND SMART

Accepting electronic payments pumps energy and resources into your business and gives you the opportunity to master time, money and growth. For more tips and resources, visit [MasterYourCardUSA.org/small-business](https://MasterYourCardUSA.org/small-business).



### ACCEPTING PAYMENT

Accepting electronic payments helps you compete with other businesses by maximizing customer choice, convenience and safety. You get paid faster than accepting checks and you don't run the safety risks that come with cash.



### YOUR PROCESSOR

You'll need to choose a partner to process your card payments and possibly supply the hardware and software you need to accept electronic payments. Determine the services you need, ask for price quotes and compare companies and fees.



### YOUR BANK

The bank you use for your business, also called an acquiring bank, can be a brand name you and consumers recognize, including a local bank. Some of these banks have in-house payment processing services and others may outsource to third-party processors. Ask about these services and see if they are right for you.



### YOUR MONEY—FAST, SAFE AND GUARANTEED

Card payments also give you instant access to accurate account statements and balances, allowing for easier financial management. In addition, you and your customers are protected from fraud and theft—your customers get their money back if someone uses their cards fraudulently and you aren't liable for those transactions.