sage Pay

YOUR GUIDE TO SELLING PAY NOW INVOICE

Help your customers get paid faster with Sage Pay

This document is designed to help you sell the 'Pay Now Invoice' feature to existing Sage Accounting customers so that you can earn R500 for every successful referral via Sage Refer & Earn.

The Top Line

Customers are wasting precious time chasing unpaid invoices. With 'Pay Now Invoice', they can give clients a choice of quick, convenient, at-a-click payment methods. This will help them get paid faster, improve cash flow and reduce admin. Our core message to customers is, "When paying is this easy, you don't need to ask twice."

Fast facts

What is 'Pay Now' invoice?

It's a Sage Pay service that lets customers add a 'one-click' digital payment method to their e-invoices generated from their Sage Accounting software.

How does it work?

When customers send e-invoices from their Sage Accounting software with Pay Now Invoice on the footer, recipients can click through to a range of quick and convenient payment options. This can help customers get paid faster and reduce the chasing of unpaid invoices.

Why does getting paid faster matter?

Late payments cause cash flow problems that stifle business growth. Chasing late payments is a time-consuming admin task that hinders business productivity. Pay Now Invoice can help relieve both pain points.

Is it easy to activate?

Yes! Pay Now Invoice is a service available for all Sage Pay customers. You can have your Sage Pay account up and running in just 24 hours.

How much does it cost?

It's very affordable at just R44 per month - plus extremely competitive transaction fees - ensuring that Pay Now Invoice quickly pays for itself, given the high admin cost of chasing late payments.

What payment methods are supported?

Pay Now Invoice accepts the following ways to pay: Instant EFT, Bank EFT, Credit Cards, Masterpass™, Visa Checkout, and cash payments in participating retail outlets. All payments, irrespective of type, reflect on a single statement, making reconciling easier and reducing customers' admin burden.

Late payments: a true pain point

As part of the Pay Now Invoice sales campaign, we are sending customers the Late Payments infographic (the same one we have supplied you with). Take a look before talking to your customers. It describes the impact of admin tasks, including late payments, on South African businesses.

In short, the story is:

- SMEs spend around 200 days per year on time-consuming admin.
- Which costs the South African economy R7.3bn in lost productivity - and slows cash flow and business growth.
- 40% of that admin time is spent generating invoices, processing payments and chasing late payments.
- So there's a clear opportunity to digitise, which will get cash into the business faster and free up resources to focus on other tasks.

R7.3bn
OF **PRODUCTIVITY IS** LOST EACH YEAR...
as a result of **time-consuming admin** that could be automated.

Stuck for an opener?

We're confident that Pay Now Invoice will be a compelling proposition for your customers. But how do you start that initial conversation? Here are a few suggestions:

- *"How much time do you spend having to chase payments?"*
- *"Have you considered any new ways to speed up cash flow?"*
- *"Did you know that Sage has designed a way to help you get paid faster and save time on admin?"*

Overcoming objections

As with most sales conversations, your customers may need some convincing before signing up.

Here are some common objections and how to handle them:

> *Just because you add a button to your invoice, it doesn't mean my clients will pay faster. They'll still just pay when it suits them.*

- ✓ It's true. Pay Now Invoice won't guarantee that clients will pay faster.
- ✓ However, clients do appreciate having a faster and more convenient way to settle their bills.
- ✓ Pay Now Invoice gives them more options, and we're confident it will be welcomed by many of your clients.

> *Yes, we have to chase some late payments, but we always get paid in the end. This isn't worth the time or money.*

- ✓ We can activate Pay Now Invoice on your Sage Pay account in less than 24 hours and it is also already integrated into your Sage Accounting software.
- ✓ And in terms of cost, it works out at just R44 per month - which we're confident will quickly pay for itself through the admin time you'll save. Plus you benefit from extremely competitive transaction fees.
- ✓ All payments, irrespective of type, reflect on a single statement, making reconciling easier and reducing customers' admin burden.

You've got a lead! Now what?

Simply go to sagepay.co.za/refer-and-earn/ and click on 'Start referring now' to log this lead via Sage Refer & Earn.

If your referral is successful and that customer transacts for 3 months you will get R500 cash and be entered into the annual draw for a **cash prize of R125 000!**

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