

MERCHANT PROCESSING NEWS

... EDUCATING AND ASSISTING BUSINESS OWNERS ON THE SUBJECT OF
"MERCHANT SERVICES"



PURPOSE OF THIS NEWSLETTER

This month's newsletter covers topics focusing on "financial" awareness.

COLLECTION SERVICES



One of the issues businesses have to contend with is bad debt - - *"Losses and Delinquent Accounts Impact Your Bottom Line"*.

Most of the collection services I have encountered in the marketplace base their charges on a percentage of the amount of debt owed. (If \$100.00 is collected, the service keeps between 40% - 60% (or more) for their services and relinquishes to the business the remainder.) The agency's service begins with a notification letter(s), monthly statement(s) and escalating where necessary to follow-up phone calls.

Studies by the American Collectors Association show that 80% of all monies collected by agencies are collected as a result of letters.

Business owners admit that they seek this third party because they lack the time and resources to chase down delinquent accounts - - but what if there was another way without having to

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What's Inside:

- Purpose of this newsletter
- Collection Services
- Strategy I - Written demands
- Online client portal
- Strategy II - Verbal demands
- Satisfaction first guarantee

surrender this high percentage of the debt collected to the collection service?

Recently I learned about a collection service that approaches the concept of collections in an entirely different manner.

What makes them different?

- Early demands mean better results
- Frees up your in-house receivables staff
- Allows third party intervention for increased impact
- Preserves valued customer relationships
- High return low cost
- National company (compliant with State/Fed regulations)
- Free easy online service included

They offer different solutions to assist with your debt management needs:

- Strategy I & II - powerful combination of Written and Verbal Demands
 - Provides two points of contact
 - Program most commonly utilized
- Strategy I - Written Demands
- Strategy II - Verbal Demands

STRATEGY I – WRITTEN DEMANDS



- New accounts are easily set up –either individually or in a batch
- Choose from three levels of service; diplomatic, intensive or NSF
- A series of demands are sent automatically by the service
- Payments are made directly to your business (not to the service)
- All activity can be viewed online
- Facilitates overdue payments by utilizing a unique series of written demands that are compliant with all state and federal regulations
- Experience high return for a low cost—often less than \$12 per account
- Start, stop and report payments online, quickly and easily
- Access secure account information 24/7 through the Online Client Portal
- With access to the online portal you control the service and timing
- Strategy I can also be used with Strategy II for a complete debt management solution

ONLINE CLIENT PORTAL



The business owner has total control:

- Easily manage account activity and information online 24/7
- Submit new consumers for recovery—individually or in large batches
- Record payments

- View activity/performance reports
- Transfer to Strategy II
- Close accounts when paid in full

STRATEGY II – VERBAL DEMANDS



- Verbal demands provide a more direct approach when needed
- Contingency-based fee, pay only if funds are collected
- Trained collection specialists follow individual state and governmental regulations, including FDCPA, FCRA, GLB and HIPAA.
- May be combined with Strategy I or utilized as a stand-alone service

SATISFACTION FIRST GUARANTEE



- They guarantee their service
- They will collect a minimum of two times the total purchase package price or they will give you a refund
- Some conditions apply

I always feel more comfortable when I am in control of my business.

Check with our friends over at [JG Consulting Group](#) for more information.

... more to come next month.

For more information and timely updates visit: www.merchantprocessingnews.com