

MERCHANT PROCESSING NEWS

... EDUCATING AND ASSISTING BUSINESS OWNERS ON THE SUBJECT OF
"PAYMENT SOLUTIONS TECHNOLOGY"



PURPOSE OF THIS NEWSLETTER

This month's newsletter hopes to motivate you to review your third quarter goals, targets and statistics as well as with what to do with those results in order to move forward into the fourth quarter - - where potentially higher sales volume can be anticipated.



THIRD QUARTER REVIEW

It is my hopes that you have been reviewing the set goals we discussed in this past [January's newsletter](#). The particular statistics you devised to track then determined whether you review daily, weekly, monthly, quarterly or a combination thereof.

[February's newsletter](#) discussed how to make adjustments to your goals. It is extremely important to include managers as well as employees in the review findings since the results apply to those people. Make a game of it.

Review the methods of accepting payments from your customers. If you haven't done so already, consider adding a gift and loyalty card program as a method of payment.

October 2009

What's Inside:

- Purpose of this newsletter
- Third quarter review
- Fourth quarter targets
- Adjust your sights



ADJUSTING YOUR SIGHTS TOWARD FOURTH QUARTER GOALS

THE FOURTH QUARTER IS *NOT* A TIME FOR BUSINESS AS USUAL!

Typically the fourth quarter (October, November and December) are very good sales months due to the Halloween, Thanksgiving and Christmas Holidays.

Most businesses have identified these seasonal periods as the time where their volume of sales will spike. Set your targets higher during this period to take advantage of the consumers increased spending.

Lastly, it is vital that you micromanage the statistics during this time. There is increased volume, yes, but there are also a number of "non-working days" to take into consideration.

Please feel free to contact our friends over at [JG Consulting Group, Inc.](#) with any questions.

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