

# Should I Accept Credit Cards?

By David Fountain

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Question: Should I be accepting credit cards?

With any business, internet, home-based, or other type, accepting credit cards and other electronic methods of payment can and will help you realize your company's full sales potential.

SEVEN REASONS TO ACCEPT CREDIT CARDS:

1. THEY WILL LOOK FOR IT

Card users will be looking for their card on your website or in your store.

2. SPEED and EASE

Customers enter a number and click the submit button. What could be easier.

3. MORE MONEY SPENT PER VISIT

Credit card users spend over twice as much as cash buyers.

4. CREDIBILITY

Your customers will take you more seriously if you accept credit cards.

5. MONEY GETS IN YOUR BANK FASTER

The speed of the internet far exceeds waiting for a check in the mail.

6. MORE SALES

MOST direct marketing businesses produce ALL of their sales by credit card.

7. UNPLANNED PURCHASES

Your Customers are more apt to make that impulse buy.

So the Answer is: Can you afford not to accept credit cards?

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