



While the impact that monthly payments have on a person's budget are certainly a factor, there are far more ways to rationalize the fit than there are coming up with money you don't have.

In other words, you can't get money out of thin air.

This logic applies whether your sale is \$50,000 or \$1,000. You will capture a lot more people by fitting a sale into their budget rather than into their liquid assets.

Now, what if the prospect does not like the financing options presented? No harm, no foul. They can always pay for your product or service a different way. In that case, the financing may have lured an individual into a discussion that you wouldn't otherwise have had. Without the opportunity to present your offer you can never make a sale.

How To Build Any Funding Fees Into Your Sale

While most businesses elect to just absorb the Flexxbuy funding fee as they do their credit card fees, some decide that their slim profit margins just can't do it.

If that is the case, there are two ways you can go.

The Convenience Fee Approach: This is the simplest way to address it. With this approach, you simply present the prospective customer with a cash/credit card price and then add a convenience fee. So, let's say your cash/credit card price is \$3,000 and you want to add 5% to cover your cost and trouble, you would simply add a \$150 convenience fee to the price. The customer would pay \$3,150 and you would end up with your full \$3,000 in the end. To formalize it, use our Invoice Creator by clicking on this link, <https://tinyurl.com/flexxbuy-invoice>

The Rebate Approach: Rebates are an age old method of enticing people to buy. The auto industry has been using them for as long as I can remember. Here's how it works.

You take the price you would normally expect to charge and collect and make that your after-rebate price. You would make the full price the after-rebate price plus whatever fee you want to tack on.

So, using the above example, \$3,150 would be the full price and the instant rebate would be \$150. The rebate only applies to people paying with cash or card. If someone utilizes in-house financing, they do not get the rebate and pay the full price.

The Rebate Approach works best with products and services that have set pricing.

Note: Lenders will often charge a closing cost of 1% to 6% that is taken from the proceeds prior to funding. This fee is disclosed directly to the applicant. Your customer may want to factor this cost into the amount they finance to assure they have the funds to make the entire purchase.