

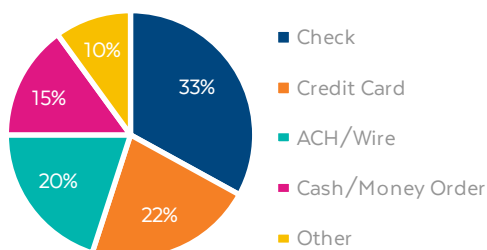
Customer Payment Options:

Use merchant services to offer your clients additional payment options including credit and debit cards, accept payments online and speed availability of funds.

Why does accepting card payments matter?

Having a winning product or service is often not enough. You must excel with your customer purchasing experience and that means offering easy, convenient ways to pay. By offering your customers a variety of card payment methods, both credit and debit cards, customers get payment convenience, money gets to you faster, account reconciliation is easier and the likelihood of fraudulent transactions goes down. The faster cash comes into your coffers, the quicker you can add it to your working capital or use it for growth.

How do customers pay?¹



Top Actions to Improve Cash Flow:¹

#3

Offer customers different forms of payment

Key actions to take

- **Leverage merchant services:** You can offer your customers the ability to use their preferred method of payment while you get access to funds quickly using a merchant services account to accept credit and debit cards. Merchant services offer payment options that allow you to cater to your customers' payment preferences while increasing efficiency, cash flow, loyalty and customer satisfaction.
- **Accepting payments online:** Your merchant services account can be easily integrated into an online payment acceptance solution. This provides additional payment convenience for your clients, reduces your collections time and cost to collect (measured by 70% of small business owners¹), and lowers processing costs and errors.
- **Improve cash visibility and reporting while easing account reconciliation:** Merchant services provide better cash control through fast and easy access to all your credit card acceptance activity. This visibility lets you follow and research transactions and simplifies reconciliation.
- **Make it easy for your customer to pay you:** Offering additional payment methods and channels enhances customer satisfaction and retention while improving the speed of your cash flow.



How SunTrust can help

Getting customer cash in the door is top of mind for many business owners. SunTrust solutions can help you offer your customers more ways to pay while speeding collections.

SunTrust Merchant Services offers a wide range of payment solutions that allow you to accept debit and credit cards, EMV chip cards, paper checks and contactless payments like Apple Pay™ from almost anywhere: in-store, over the phone, online, or through a mobile device. Get quick authorizations and next-business-day access to funds² when you use SunTrust Merchant Services with a SunTrust business checking account. Payments are secure with built-in, multi-layered protection against fraud. Choose from any of the payment solution options — whether you need a solution for on-the-go payment transactions or a fully integrated payment processing system. Choose what works for your business, and don't forget SunTrust Merchant Services can help you accept payments through your own customized website. SunTrust Merchant Services helps beyond the sale too with free online reporting that is available from anywhere you have internet access so you can monitor your progress even when you're out of the office. Call 866-958-6211 today to apply or to talk to a SunTrust Merchant Services consultant about what you need for your business.

Gain instant access to your accounts and payments with **SunTrust Business Online**,³ a comprehensive small business cash management system served by a single online interface. With secure access to your financial information, you'll always be prepared to make informed decisions about your business. Download the **SunTrust Business Mobile** app to extend your banking capabilities, make mobile check deposits from your smart phone or tablet, and manage your cash wherever your business takes you.

Click below for additional resources:

[Five Simple Steps to Automatic Collections](#)

Capitalize on technology to collect payments in less time and with less effort.

[Infographic: Get Customer Payments Faster](#)

Learn how to prevent late payments and improve your cash flow.

Make it easier for your customers to pay along with speedier receipt of funds for you.

- Drop by your SunTrust branch
- Call us at 800.752.2515
- Visit [suntrust.com/bizbestpractices](https://www.suntrust.com/bizbestpractices)

¹ SunTrust conducted research with 397 small business owners ranging from \$100,000 to \$2,000,000 in annual revenue in the first quarter of 2017.

The high-growth segment was derived from the fastest growing twenty percent of those companies.

² Funds will be made available sometime the next business day. Please note this does not constitute a guarantee of funds availability under the SunTrust Funds Availability Policy.

³ Additional charges may apply. See the Business Online Fee Schedule for details at www.suntrust.com/businessonline.

This content does not constitute legal, tax, accounting, financial or investment advice. You are encouraged to consult with competent legal, tax, accounting, financial or investment professionals based on your specific circumstances. We do not make any warranties as to accuracy or completeness of this information, do not endorse any third-party companies, products, or services described here, and take no liability for your use of this information.

Truist Bank, Member FDIC. ©2020 Truist Financial Corporation. SunTrust®, Truist and the SunTrust logo are service marks of Truist Financial Corporation. All rights reserved.

