

## SEVEN COSTLY MISTAKES BUSINESSES MAKE

In general, when using credit card transactions, two weeks are required before money is able to reach the merchant. With the use of the merchant service mechanism however, money is able to be transferred more quickly between Customer and Merchant. As a result of merchant services being similar to a loan services they are able to charge interest rates based on risk/cost which results in higher accrued fees for the merchant. Here are some quick tips on how to avoid the high service costs and unnecessary overhead fees.

### 1. ACCEPTING A BLENDED, FIXED RATE CONTRACT instead of INTERCHANGE PLUS PRICING

#### 2 Types of Contract

- **Fixed Blended Rate Contract-** Takes all rates and categorizes based upon tiers
- **Interchange Plus/ Cost Plus-** Pay interchange and additional cost. Lowers total cost, you want this!

### 2. NOT USING THE POWER YOU HAVE TO ATTRACT & PRIORITIZE DEBIT CARDS

- Debit cards Charge less service fee with no increasing tiers of rates because it is lower risk compared to credit cards

### 3. NOT KNOWING YOUR CROSSOVER POINT WHEN PIN DEBIT BECOMES LESS COSTLY THAN OFF-LINE DEBIT

- There is a threshold where using a PIN pad saves the owner more money due to the service fee, find out what this limit is to save your company money

### 4. USING A MERCHANT SERVICE ON YOUR WEBSITE OR PHONE BECAUSE IT “PROMISES LOW COST” WHEN IN FACT, IT IS NOT

- Paypal and Square promises a flat 2.79% rate however, in cases where your business is making \$1,000+ it is better to pay monthly with a merchant service since they can save you more money per transaction

### 5. PRACTICING SLOPPY P.C.I. COMPLIANCE, MAKING YOUR BUSINESS VULNERABLE TO DATA THEFT (FINE & AUDIT)]

- P.C.I.( Payment Card Industry) Compliance forms are MANDATORY and need to be filled out annually. FAILURE to do so might result in a breach where Visa/Mastercard will issue a fine and audit for security (\$10,000+)

### 6. FALLING FOR “YOU NEED NEW EQUIPMENT” WHEN YOU DO NOT; OR NOT BUYING THE EQUIPMENT THAT MAKES YOU MONEY

- Many merchant services charge for extra equipment that are not required and cost extra. If your business is selling expensive products (~\$1000+) invest in a **PIN PAD** to save extra money from service fees.

### 7. NOT KNOWING THE LAW AND THE VISA REQUIREMENTS ABOUT ADDING SURCHARGES TO CREDIT PURCHASES

- P.C.I. Fees, Non Compliance Fees, make sure that you are knowledgeable about the law and avoid these extra fees.

### 8. NOT HAVING A MERCHANT SERVICE PARTNER WHO TEACHES AND COACHES YOU IN YOUR BEST INTEREST

By avoiding these 8 most common mistakes your company can avoid unnecessary overhead fees and save more money. More seminars and information on organized professional seminars/activities can be found at our website at <http://www.stcmanagement.com/>

# 商家信用卡手續省錢講座

七項商家最常犯的錯誤。

前言：

一般透過信用卡交易時，可能會需要至少兩個星期的時間，商家才能收到款項，例如說顧客的信用卡發卡銀行是在它州，店家本身的銀行是在當地，而商家信用卡服務機制是能夠加速這個流程的服務，就是 **merchant services industry**。這是一種類似貸款的服務，每筆交易的金額越高，信用卡公司收取的費用也有分不同的層次，方式類似利息。一般人只會問信用卡的利率多少，但是利率是根據交易金額的不同而有所差異。以下是七項商家在使用信用卡或是 **Debit** 卡服務時容易犯下的錯誤及忽略的盲點，後果就是造成不必要的開銷和過高的營運成本。

## 一、Accepting a blended, fixed rate contract instead of interchange plus pricing.

接受已經預先制定好信用卡手續費收費方式，而不是依照消費價格來收取。

有兩種信用卡合約，一般商家都會使用 **A Blended Fixed Rate Contract**，一張卡透過這種合約消費，會被歸類為四項分類的收費其中一種（無法清楚看到信用卡公司手取多少費用，只會被歸為四類）。另外一種是直接收取 **interchange** 手續費，叫做 **interchange plus contract**，就是那張信用卡要收取多少費用，商家就會被收取多少費用（能夠清楚看見信用卡公司手取多少手續費）。

## 二、Not using the power you have to attract & prioritize debit cards

沒有使用與消費者溝通或是吸引消費者使用 **Debit** 卡消費。消費者使用 **debit** 卡消費時，商家能夠獲得比信用卡低一致二%的手續費開銷。（詢問客人您是否願意把消費金額放在 **debit card** 上）

## 三、Not knowing your crossover point when pin debit becomes less costly than off-line debit。

不瞭解需輸入密碼和免輸入密碼這兩種 **Debit** 卡消費方式的差異。需要鍵入密碼的 **Debit** 卡消費，信用卡公司獲利。不需要輸入密碼的 **debit** 卡消費，雙方銀行直接連線，不需要經過信用卡公司，省去手續費。

四、 Using a merchant service on your website or phone because it promises low cost when, in fact, it is NOT

在透過網路或是電話商務上使用號稱最低利率或是最低手續費的信用卡服務。

五、 Practicing sloppy P.C.I. compliance, making your business vulnerable to DATA theft (fine & Audit)

採用鬆散的信用卡保護機制，讓客戶資訊容易被盜取，導致被罰款或是留下不良紀錄。

P.C.I.=Payment card industry，制定信用卡安全的機制，每年都需要獲得 P.C.I.認證，付給專業人員管理消費者 DATA 的費用。

六、 Falling for you need new equipment when you do not or not buying the equipment that makes you money.

新購置已經有的信用卡服務相關設施，就算原本的設施經過升級後仍可執行相關服務。

七、 Not knowing the Law and Visa requirements about adding surcharges to credit purchases.

不瞭解信用卡相關的法律以及信用卡額外收取交易費用的要點

（信用卡公司准許商家在顧客使用信用卡消費時，收取額外手續費，在加州是違法，但是相反地說，可以說使用現金消費的話，有折扣價，例如加油站）

八、 not having a merchant service partner who teaches and coaches you in your best interest

沒有跟信用卡服務的專業夥伴諮詢最適合的利率與方案。不同的消費和不同的企業，適用的信用卡費率也不同，需跟專業的合作夥伴諮詢。

如能避免上述八點常見的錯誤，將為企業節省不必要的開銷，並且累積可觀的收入。以上八點是在信用卡使用上需注意的訊息，其它幫助企業營運更細節以及專業的內容請持續鎖定 STC management 陸續舉辦的專業座談會，活動內容請洽 <http://www.stcmanagement.com/>