

DIRECT DEBIT FOR SMALL AND MEDIUM SIZED FIRMS.

Direct Debit offers small firms a low cost and flexible method of accepting money that is often lower cost than debit and credit cards and even more so for smaller payments.

Until very recently it was the case that in order to be able to accept Direct Debit as a payment method for small firms was a little difficult to say the least. It is still the case with a couple of the banks as they offer access directly into the banking system (BACS). With this comes a good deal of security issues, and software costs that make it prohibitive for most small firms.

It is still the case that most of the High Street Banks will charge upwards of £2000 and take weeks to set up a system for you, and only after you have met their criteria.

My work with smaller firms has helped me research the UK market for alternative sources and I am now able to bring a number of solutions. I am not a representative of any of the firms, but act as an independent consultant/adviser on these schemes.

I can recommend providers that will allow you to accept payments for less than one percent (1% of transaction value) in charges, and a cap at two pounds (£2) per transaction.

Key Features	
Payment and client data held secure	Data is all held on one secure website so you can check to confirm payments immediately they are due, no waiting for bank systems to update.
Immediate set up	Direct debits can be set up electronically, all the customer has to do is 'click a link' in an email to confirm.
Payment flexibility	If you charge a regular monthly amount for a service or product you can increase this inline with your increase in prices immediately or in advance. Improving cash flow with no drop off, standing orders have to be cancelled and reinstated by the customer.
Stage Payments - there are a fantastic number of options for this. Car Dealers accepting deposits, Wedding and Party Planners, Car Mechanics that want to offer £5 per month MOT's, etc etc.	You can easily upsell higher priced sales by allowing your client to spread payments over as many months as you want. Many customers are now looking to spend less on credit cards and welcome an alternative payment method. You can do this in advance or in arrears.
Low costs	Direct debit offers low cost alternatives to debit and credit cards for your regular customers.
Customers are used to it	Nearly every household bill is paid using this method.

Set up charges are as low as £200 and they make a lot of sense for small firms, with improved cash flow and control over your finances and a good deal of flexibility over billing.

I have combined the above with our Small Business Loyalty Scheme package which guarantees to improve any small business. The Direct Debit service is a valuable part and available separately.

More information on that is here.

[Loyalty Scheme - Why Have One](#)

[Loyalty Scheme - Pre Sales Information](#)

If you need any further information or want to discuss some of the options please email me via admin@therichardsmith.com or contact me via <http://www.therichardsmith.com/loyalty/> you can call me directly on 0774 007 6226 or the office on 01753 833333

Kind regards

Richard Smith