

Financing Solutions to Sell More POS Systems *-and* Increase Your Cash Flow

By Joe Gage
Executive Director, iPOS Channel
Sterling Payment Technologies

In today's economy, POS resellers know all too well that money is tight for merchants of all sizes.

And although credit qualifications have loosened somewhat, many small business owners who apply for traditional business loans from banks are turned down.

So today, POS resellers too often find themselves in a bind. Merchants who want to buy their products don't have the cash to make large, upfront payments. In addition, sales of service contracts and supplies are more difficult as merchants struggle to justify the expense – or just expect that services should come as part of a package with their purchased equipment.

Overall, it's situation that adversely affects POS resellers' bottom line. But it's also an opportunity to actually increase your bottom line!

Sterling Payment Technologies has developed a suite of SaaS-like financing programs that can change this dynamic. These flexible programs provide benefits for merchants, such as lower payments and pay-as-you-go services, so they can purchase or upgrade their POS equipment. At the same time, these financing options allow resellers to get paid upfront for POS systems, service contracts and supplies – without the burden of collecting payments.

Third Party Billing

Sterling's third-party billing program, EZpay, gives merchants a painless way to purchase POS equipment, service contracts, licenses and supplies. Small daily payments are deducted from the merchant's card volume, and that money is paid to you every two weeks.

The time you would spend invoicing and chasing payments can now be put to better use – selling. Merchants benefit, too, because there are no checks to write or invoices to process.

Cash Advances

Sterling's in-house cash advance program makes it easy for merchants to purchase your POS systems or pay for any business need – such as renovations or repairs – without having to apply for a bank loan. Sterling Funding's credit guidelines are flexible, the approval process is two to four days, and capital – from \$5,000 to \$250,000 – is available in about a week or less.



Sterling's cash advance program is not a loan. Merchants make payments in the form of automatic deductions from their daily processing volume. The payments are based on percentages, so if the merchant's sales are light on certain days, their payment is light.

The advantage for POS resellers is that you, not the merchant, get paid upfront by Sterling Funding. And unlike many other cash advance programs, there is no liability to POS resellers.

Financing for New Businesses

Sterling Funding's Jumpstart program offers a rare opportunity – cash advances for POS equipment to brand-new locations. Jumpstart funds 75 percent of the cost of

POS equipment up to \$10,000. Jumpstart funds are sent directly to the reseller and the merchant pays the reseller a 25 percent down payment.

0% Financing Option

Sterling merchants who qualify have access to 0% financing with 12-, 24- and 36-month periods. There's a simple application and approval process. The amount of the lease depends on the merchant's credit qualifications, but it's another financing solution that allows merchants to purchase POS products.

With all these financing options, there's no reason to let the current economy slow your sales or disrupt your cash flow.

**FOR MORE INFORMATION ABOUT FINANCING PROGRAMS
FOR POS PURCHASES, CALL**

(800) 591-6098
www.sterlingpayment.com

