

How to market customer financing programs in-person

Promoting customer financing programs in-person can significantly influence purchasing decisions, especially for higher-ticket items. Whether you operate in a brick-and-mortar store or conduct transactions at customers' homes, it's essential to make financing options clear and accessible.

This infographic provides helpful information to help you ensure your customers are educated, engaged, and able to take advantage of financing.

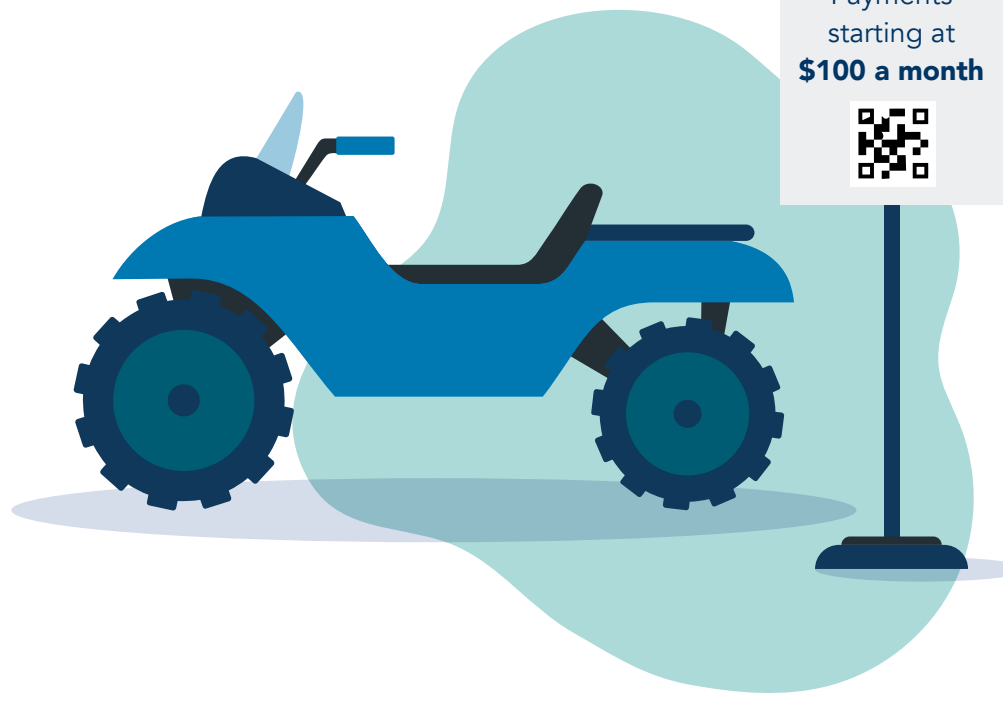


01

Include financing options in product descriptions.

PRO TIP!

Consider adding QR codes to your in-store signs that quickly connect customers to your product pages. Then be sure to utilize the link creation tool in MerchantLinQ to ensure your application links are easily accessible on each product page.



03

Display signs or banners highlighting financing options.

PRO TIP!

Take time to craft the best sign messages. Retail signs can improve conversion by up to 150%.²



02

Include financing information in print and radio advertising placements.

PRO TIP!

Take advantage of print advertising in local magazines or publications. Print ads receive a higher response rate (9%) than social media ads (1%).¹



05

Use countertop displays or stickers to promote financing at checkout.

PRO TIP!

Ensure messaging is clear and concise, but don't forget the importance of aesthetics. Use visually appealing layouts and colors to attract and hold attention.³



06

Train your sales team so they feel comfortable discussing financing options with customers.

PRO TIP!

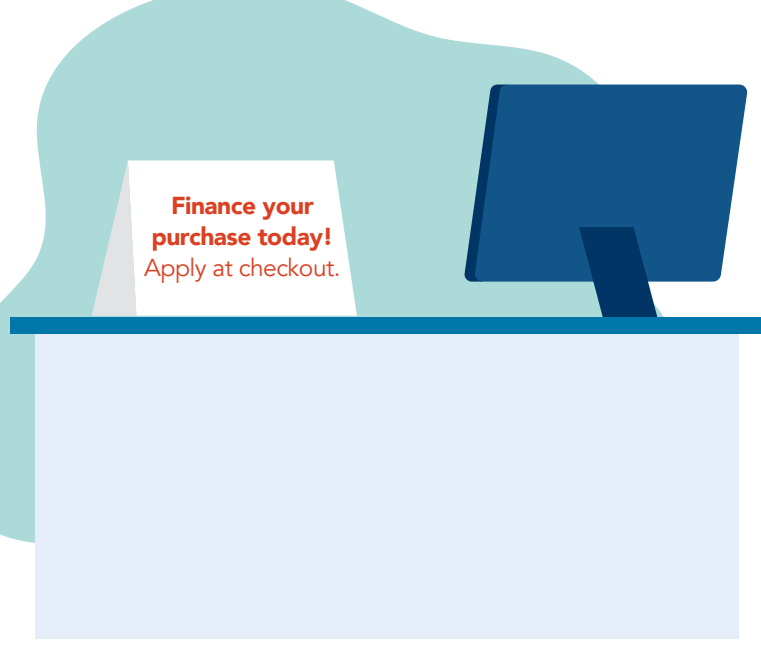
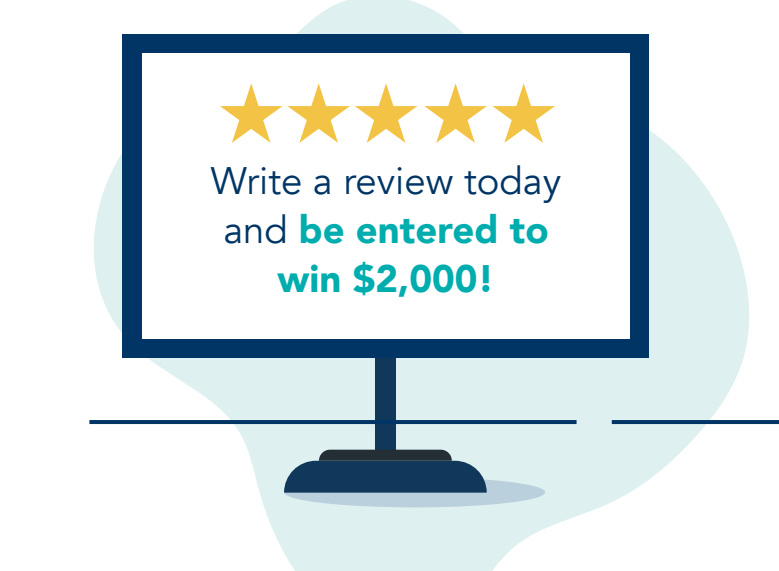
Give employees sample scripts to help them clearly communicate key benefits in their customer conversations.

07

Attach tags to products indicating available financing options.

PRO TIP!

Make tags in MerchantLinQ! You can produce and print customized price tags in the MerchantLinQ portal for each of your products and services.



Boost your in-person promotions!

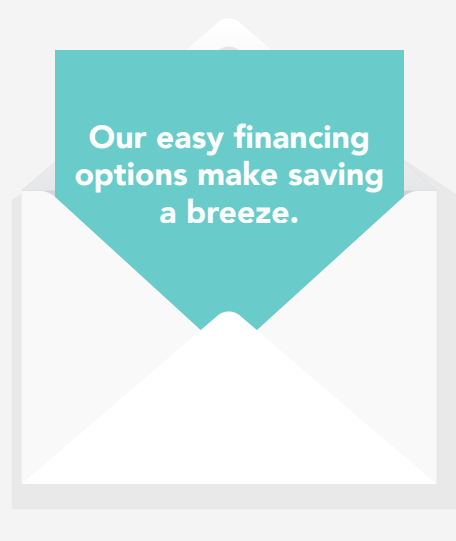
Like your financing programs, promotions only have power if you **promote** them. Make sure to clearly communicate these incentives through various physical channels:

01

Highlight incentives in-store with posters and POS signage.

02

Emphasize incentives in direct mail campaigns.



For more marketing strategies, check out our 'Win new prospects and close more deals: **7 steps to marketing your finance offerings' guide** and watch your sales grow as a result.

