

### Increase Sales and Make Customers Happy

Did you know that consumers typically carry less than \$10 in cash? Consumers find it inconvenient to carry cash and prefer using a credit or debit card. In addition, there's the benefit of credit card companies backing purchase disputes which gives the consumer an added sense of security. If your business is not currently set up to accept credit cards, you could be missing out on those potential customers that prefer to use debit or credit cards.

According to a recent Forbes article, competitors who do accept credit cards could be attracting as much as 70% of customers away from your business. Impulse purchases are also more likely to increase when customers have the option to use their credit card.

Did you know that your Sage Peachtree software has a built-in payments system that integrates with Sage Payments? It's easy to streamline your payments process, save time, and reduce errors.

Your customers want the ability to pay with their debit or credit cards. We can help you get started . . . and if you hurry, **Sage is offering \$300\* back** if you sign on with Sage Payment Solutions **by October 31, 2011**. Sage requires no long-term contract, so call 1-866-267-4402 today to begin improving your customer experience and increasing your bottom line.

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*\*Not valid with other offers. Available for new Sage Payment Solutions customers only. Subject to new merchant account approval and to Sage Payment Solutions terms and conditions. \$300 will be paid to merchant via bank check upon merchant's completion of first credit card transaction. Offer expires 10/31/11.*

### Go Mobile! QR Codes for Your Business



You see them everywhere these days, those funny little black-and-white squares filled with squiggles. They're showing up on brochures, magazine ads, store shelves, and on the web. But exactly what are they and what are they for?

Initially used to electronically track inventory, QR codes, short for [Quick Response codes](#), are a fast-growing marketing tool that links smartphone users to additional product information, special offers or videos on the web.

A savvy consumer can download a smartphone app and use it to scan a QR code on a store shelf or in a magazine. Their mobile device automatically links the consumer to a mobile web page with more product details or a special offer.

One of the best examples of a successful QR marketing campaign is at GNC stores. There's a QR code in their front window with a sign that says "The most phenomenal thing you'll do all day." Smartphone users can scan the code and immediately download a message rewarding them with a free drink inside the store. It's a very smart and fun way to drive more store traffic.

Want to try it for your business? It's easier than you think. There are several sites that help you quickly and easily [generate your own QR code](#). You'll need a web page to link to and you're set. The most important thing to remember is to build in a compelling offer. If consumers go to the trouble to scan your QR code, they should receive something good in return. You can see more details and promotional ideas in this 4-minute [YouTube video](#).

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### Top Online Community Discussions

September's top posts in the Sage Peachtree Community:

- [Managed Exception was caught...](#)
- [Schools service costing method](#)
- [Importing Assembly Items](#)
- [.NET BroadcastEventWindow error](#)
- [Balance displayed on "Customer Management" tab is incorrect](#)



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