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## RETAIL MERCHANT ACCOUNTS - DO YOU NEED ONE?

Some entrepreneurs are satisfied with making a certain amount of income and have no wish or plan to grow their business with a retail merchant account. Others, however, aggressively pursue professional opportunities for expansion by seeking out technological advances that can help them better serve customer needs while increasing profits. A retail merchant account will elevate you to the next level of business development by providing access to sophisticated methods that can impress clients and outdistance the competition.

Reasons for opening a retail merchant account are many and varied. Here are some of the more prevalent:

1. A retail merchant account can equip you with key equipment that will make your job easier and more efficient. For example, you can have a credit card processor installed, sometimes at no cost, and pay just a few cents for each customer transaction. Or you can arrange a deal whereby you pay a small percentage of all credit card transactions your company accepts. For a minimal fee you may soon be able to multiply profits while reducing costs typically associated with hiring employees to manage cash purchases.
2. A retail merchant account can make doing business with your company easier and more convenient. Customers won't have to worry about stopping by the bank or writing a check to get cash before visiting your establishment, nor will they have to pay ATM fees to withdraw cash. They can simply pull out a credit card with confidence, knowing that you can quickly process payment without the hassle of making change or opening a check-cashing account.
3. A retail merchant account can put you ahead of others in your area who conduct similar business but who do not yet have a merchant account or its accompanying advantages. If customers have to choose between two companies for shopping or service, they are more likely to choose the one that provides credit card processing as a payment option, along with other professional services that build trust in the company's vision.
4. A retail merchant account can offer the first step toward leading your business into the future. After implementing a credit card processor, for example, you may later decide to offer wireless processing options, which will provide your customers with even more options for doing business with your company without the need for staff to manage every telephone call, order, or payment. You can cut operating costs and increase profit margins when you expand your business to include customer-friendly automated technology.

Don't be the last in your industry to jump on board the technological bandwagon. Start checking the various programs that are available to help you improve the services you can offer customers to keep them coming back with repeat business. Compare options to get the best services for your customer's needs. Negotiate for the lowest costs and most effective terms. You might even want to conduct an informal customer survey to learn about the types of upgrades they want to see happen in your company. Then shop for the best deal in your new retail merchant account.

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