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Cashless transactions are a hit with consumers, especially among millennials who rely on their cards and often go out without carrying more than a few dollars in cash. That said, the decision on whether or not to integrate payment processing systems into their daily operations is one of the most crucial decisions a small business can make.

Many of your small business clients may find payment processing systems unnecessary and unappealing mainly because of the processing fees and other costs tied to them. Also, you can't take away the fact that despite the innovations in

payment processing technology, many small businesses still prefer cash and hold

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of the cash system.

## **Debit and Credit Card Payments Accepted Here**

Card payments are becoming the norm as consumers carry them in their pockets wherever they go. Thus, any business that is still unable to process debit and credit card payments is obviously out-of-touch with the times and the needs of customers.

A reliable payment processor is arguably one of the essential components of operating a thriving modern-day venture. Think of it as a utility that allows even the smallest of businesses to get paid in a way their clients prefer. As a matter of fact, not having a card terminal can drive people out the door.

Additionally, accepting credit card payments helps small businesses legitimize themselves. Merely displaying the logos of trusted credit card service providers on the register or check-out counter can instantly boost clients' confidence and instill a sense of trust towards the merchants that accept them.

## **Digital Payment Processing? Not a Problem!**

Online shopping has taken the world by storm, and with its rise to popularity came the introduction of a new and more innovative way of paying for purchases: virtual payments.

Today, any business with the right tools can process online credit card transactions and accept digital methods of payment. No matter what kind of business they are running, your clients can reap the benefits of this growing trend.

Perhaps, the most significant advantage that digital card payments offer small businesses is reach. Wherever their customers may be, your clients can quickly process and accept payments for purchases. With online payments, any company can

transform itself, dabble in e-commerce, and compete beyond the limits of the local

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But mind you, that's just the start. Because most payment processing systems allow seamless integration, POS and other types of payment processors can transact different kinds of payment methods – gift cards, e-checks, lesser-known credit card brands – without a hitch. Customers will walk out the door (or submit their online payments) happy because they were able to pay the way they want. What more could a business ask for?

## Customer Convenience Guaranteed

A business won't thrive if it can't keep customers satisfied. Urge your clients to invest in payment processing systems because not only will it help them run their business better; it will also make the entire checkout process faster and more convenient especially during peak hours.

As most credit card and online payments provide email or text notifications after every transaction, customers feel more secure of their purchase. All these factors work together to improve user experience and keep them coming back for more.

Payment processing systems typically come bundled with a POS. But in case a POS system is unnecessary, there are also companies out there that offer payment processing services exclusively.

Whether your client has an e-commerce business looking for a way to process online payments or a brick-and-mortar establishment in need of a reliable point-of-sale, there is always a payment processing service to suit their specific requirements and budget.

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*Kevin Brolan is the Director of Sales for [Talus](#), a Dallas, TX-based company that helps small to medium-sized enterprises in running their business more smoothly with reliable*

*payment processing and merchant services. He has been in the merchant services industry*

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