



CashSender

CashSender offers two key competitive advantages over our competitors:

- 1) We help your online business become more profitable.
- 2) We allow your online business to offer lower prices to your customers, giving you a competitive upper hand.

What makes CashSender different than the other online payment systems out there?

Simply put, we've completely removed credit cards (and all VISA/MC/Amex credit and debit branded cards) from our business model.

Instead, all payments are sourced from users' bank accounts in Europe and Canada. We're working on expanding to new areas soon.

By removing credit cards from our business model, this allows us to offer you the absolute lowest payment transaction fees.

You'll only pay 15 cents for each payment received.

If you receive a \$10 payment you'll pay a 15 cent fee. And if you receive a \$300 payment you'll pay a 15 cent fee.

All payments received under \$5 are free.

Some people still ask us why we don't offer credit cards. The answer is simple. There are many online payment systems out there that do offer credit cards and if we offered them too, there is no way we could offer you the lowest fees, and we'd be no different than all the rest.

As a new company, our credit card fees would be higher than existing competitors. So it makes no sense for us on many levels.

So what does this all mean for your business?

Online sellers typically face a common key challenge:

When selling similar products or services that your competitors also offer online, how do you offer a slightly better price, and at the same time preserve or increase profits?

It seems an impossible task.

These days, most people price check online, and all things equal, the rational buyer will purchase from the lower cost seller. Even if the price is just a few percent lower.

This is the reality we have to deal with today, and it certainly applies to airline tickets, travel, electronics, books, music and most other consumer goods and services.

The good news is that CashSender **can** help you offer your customers a lower price than your competitors, which will help boost your sales and profits.

Here's something you might wish to consider.

As an online seller, it is in your best interest to offer your customers a choice in how they pay.

Sure, many people like to use their credit cards. So we recommend getting your own merchant account, as the fees will be considerably less than using third party credit card processing via one of our competitors.

We recommend accepting credit cards as a payment method using **your own** merchant account.

In addition, we also recommend offering one of our competitors as a payment method.

And, of course, we hope you'll use CashSender as a payment method.

So now your online customers have a choice of three payment methods when they purchase from you.

Let's say the item or service you sell costs \$100.

If your customer pays by credit card, you'll incur a \$2-3 transaction fee.

If your customer pays using our competitor, you'll incur a \$4 transaction fee.

If your customer pays using CashSender, you'll incur a 15 cent transaction fee.

What does all this mean?

This takes us right back to our competitive advantages over our competitors and credit cards.

If you're currently accepting credit cards and one of our competitors as payment methods on your website, you have no advantage over your competitors.

The only way to offer a lower price to your customers is to cut your price and lower profit margins.

The minute you offer CashSender as a payment method, the whole dynamic changes to your favour.

As the CashSender payment only costs you 15 cents in fees (instead of upwards of \$4), **you've now created up to a \$3.85 in instant profit margin.**

This is our value proposition.

And you now have a decision to make.

For customers who wish to pay with CashSender, you can now lower the price of your product by \$3.85. And it won't cost you a penny in margin.

Or you can split the \$3.85 between added discount to your customers, and added profit margin for you.

Or you can keep all of the \$3.85 as extra profit.

The decision is completely yours to make.

Your competitors which don't accept CashSender as a payment method simply cannot match your price, because CashSender brings **you** a lower operating cost.

You're now probably wondering what's involved for your customers to use CashSender.

As your customers are not set up with CashSender, you're probably thinking they won't use it.

Yes, it's true that the first time your customers see CashSender as a payment method on your website (along with a lower price), they won't be in a position to take advantage of the savings.

However, some percentage of your regular and repeat customers will want to take advantage of the CashSender powered savings in their future purchases.

And it is these customers that will take the time to create their CashSender accounts and pre-fund their CashSender accounts, to be ready for their next purchase.

After your customer has created their CashSender account, and has provided their bank details, it takes just a few days for us to verify their bank account.

Once that is done, your customer can fund his or her CashSender account usually within a few days. Saving money does take some pre-planning.

As the business owner, it now boils down to **what you are going to do**. Do you wish to offer your customers a new payment choice that leads to lower prices, without costing you a penny in margin?

Do you wish to boost your sales and profits?

Do you wish to offer something that is good for you, and is good for your customers, that your competitors don't offer?

By offering CashSender as a new payment method on your website, you can achieve all of the above.

By encouraging your customers to pay with CashSender instead of the other payment choices, you can maximize all the positive benefits for your business.

To start right now, simply create your CashSender account for your business without wasting a second:

<https://www.cashsender.com/?cmd=signup>

Simply add CashSender as a new payment method on your website. You can use our payment buttons or IPN and it's all explained in our developer's section which you'll want to share with your programmer:

<https://www.cashsender.com/?cmd=developers>

We look forward to being of service to you and your business. Thank you for taking the time to read this document, which we hope you'll share with friends and colleagues.

If you have any questions please do not hesitate to contact us.

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