

HOW TO:



GROW *YOUR* CASH SALES

You can't rely on your customers bringing cash into your business. Having an ATM onsite is the only way you can grow your cash sales and minimise your EFT merchant fees.

Here are our best strategies you can use to optimise your ATM usage and cash benefit to your business.

1. Make your ATM prominent in your business

Install your ATM in a prominent, front of house position which is easy for your customers to find, with a direct line of sight from your point of sale.



2. Invest in a quality ATM

Ensure your ATM has a large, easy to read customer display, audio jack for visually impaired users, and is connected into a direct internet connection for the fastest possible transaction speeds.

3. Limit EFTPOS options

Consider using subtle methods to discourage EFTPOS and credit by minimising the number of EFTPOS terminals in the business, raising minimum spending limits for EFTPOS, don't offer split bills. Your customers will soon find that cash is a faster and easier way to pay in your business.

4. Create an ATM offer

Your ATM is your tool to communicate with your customers while they are in your business. Utilise the ATM advertising screens and external signage to personalise your ATM, and use inbuilt promotional vouchers to target customer spending and reward your high value cash paying customers.

5. Keep reviewing your ATM fees

Your ATM fee is your way to minimise the cost of your ATM. But keep experimenting with your ATM fee to find the best price point that suits your business and your customers.

We're all about cash!