



THE
CARD NOT
PRESENT
OPPORTUNITY



billergenie

Introduction

The United States has about 32 million small and medium businesses. Surprisingly, a whopping 83% of these businesses use QuickBooks for their accounting needs. That's a huge number! Around 14 to 15 million of these businesses send invoices to their clients for payment. That's right, there are roughly 15 million U.S. businesses that get paid primarily via invoice. In fact, 90% of businesses worldwide still deploy manual processes to make this happen.

When we think about payment processing, we often imagine credit card machines and point of sale systems. However, the primary payment method for many small and medium business owners, especially those 14 to 15 million using QuickBooks, is sending invoices and waiting on a check.

These merchants face various challenges with invoicing, which we'll discuss later. **This eBook aims to give you the knowledge you need to cater to this market by offering your own payment processing services.** By integrating with Biller Genie, our eBook sponsor, you can help these merchants get paid faster and seamlessly work with QuickBooks.

“This eBook aims to give you the knowledge you need to cater to this market by offering your own payment processing services.”

It's crucial to capture this market now because of Intuit payments. If you use QuickBooks, you're likely familiar with it. Even I see ads for Intuit payments when I log in. The 15 million SMBs who use QuickBooks to send invoices are constantly being pitched this service. We can't let them take over this market.

In this eBook, we'll explore the challenges faced by these merchants and how you can offer them a solution through your payment processing services and integration with Biller Genie.

You have a great opportunity to tap into this massive market by providing a comprehensive solution that goes beyond what QuickBooks can do alone, while also offering your own payment processing services.

The Best Verticals to Serve



In the previous section, we learned that 83% of the 32 million small and medium businesses in the U.S. use QuickBooks.

However, not every business using QuickBooks is a good fit for Biller Genie. It is crucial to target business types that are under-served.



In this chapter, we will discuss the five most common categories of businesses which invoice their clients for payment and use Quickbooks for accounting.

First, home maintenance companies such as lawn care providers, pest control, and maid services benefit from automated invoicing. These businesses often have recurring revenue and require the convenience of sending invoices and collecting payments electronically. You can work with them to automate this process and seamlessly integrates with QuickBooks, eliminating the need for manual data entry.

Second, construction companies including plumbers, electricians, and HVAC technicians have unique invoicing needs. They typically deal with large, one-time invoices or split payments. You could provide them with a convenient way to send invoices, receive payments, and reconcile everything with QuickBooks.

Third, professional service providers like accountants, law firms, and consultants can streamline their invoicing and payment collection process.

They often have retainer invoices and require a platform that handles invoicing tasks efficiently, ensuring accurate and automatic reconciliation with QuickBooks.



Fourth, recurring billing companies such as software-as-a-service providers, gyms, and wellness centers need invoice management. With their subscription-based business models, these companies need a robust invoicing solution that integrates with QuickBooks and ensures smooth payment reconciliation.

Finally, B2B companies, including wholesalers, distributors, and manufacturers, benefit from interchange optimization capabilities as well as invoicing.



These companies often deal with large transactions and can save significantly on interchange fees when the correct data is passed to the gateway. This is especially relevant for businesses processing over \$50,000 per month.

Remember, while targeting these specific business types is crucial, three overarching criteria should guide your focus.

- **First**, target businesses that primarily conduct Card Not Present transactions (via invoicing).
- **Second**, prioritize medium-sized businesses with at least \$50,000 in monthly payment processing volume.
- **Finally**, ensure they are currently using QuickBooks or another supported accounting software.

By identifying and targeting these businesses, you can tap into a growing market segment; offer a comprehensive invoicing and payment solution; and maximize the benefits of integrating with a solution like Biller Genie. Biller Genie offers each of these business types the invoicing automation they need to get paid faster, while keeping everything reconciled with QuickBooks.

In the next chapter, we will explore the pain points faced by these businesses and how you can address them.

Common Invoicing Issues

(And How to Fix Them)



In this chapter, we will explore the challenges that businesses often encounter with their invoicing processes. Understanding these pain points will help us understand the value of offering a solution like Biller Genie. Let's delve into the top seven problems that merchants face when it comes to invoicing.

“Understanding these pain points will help us understand the value of offering a solution like Biller Genie.”

#1 - Sending paper or email invoices

Many businesses still rely on manual methods for sending invoices, which can result in delays, errors, and inconvenience for both the business and the customer. In fact, 90% of businesses worldwide still deploy manual processes to make this happen. These businesses need a solution that allows them to automate the invoice sending process via email, and eliminating the need for physical or time-consuming methods. You need a solution to offer that integrates with your payment processing.

#2 - Check and cash payments

Accepting payments through checks or cash can be burdensome and time-consuming. Transit times through the USPS continues to increase and Ddelays in depositing checks can lead to cash flow issues for businesses. These businesses should provide online payment options, making it easier for customers to pay and businesses to receive funds promptly.

#3 - Reconciliation challenges

Managing invoicing outside of accounting software creates reconciliation headaches for businesses. Manually entering payment data into accounting systems can result in errors and wasted time. If you want to offer a solution to these business owners, it must integrate with QuickBooks so that invoicing and payment data are automatically reconciled in order to streamline the process.

#4 - Lack of payment methods on file

Businesses often face difficulties when customers do not have a payment method stored for future transactions. This leads to additional follow-ups, manual invoicing, and delays in receiving payments. Provide a solution that allows businesses to securely store payment methods, simplifying the payment process for recurring customers.

#5 - Absence of auto or recurring billing

Many businesses, such as consultants or membership-based services, require recurring billing or installment payments. Without an automated system, businesses resort to manual invoicing every month, resulting in unnecessary effort and potential errors. Offer your companies auto and recurring billing features, ensuring timely and automated collection of

#6 - Delayed payments

Businesses often experience delays in receiving payments due to inefficient invoicing processes. Late payments affect cash flow and can create financial challenges. Help your clients streamline their invoicing workflows, improving payment collection and cash flow management.

In the next chapter, we will explore how you can position yourself as the solution provider for businesses in need of streamlined invoicing and payment management. Fortunately, our sponsor Biller Genie has you covered!

By addressing these common pain points with a solution that is fully integrated, not only with QuickBooks but also with your payment processing, you will become invaluable to your clients, simplifying their invoicing processes, improving cash flow, and enhancing customer satisfaction.

They provide all of these features and more while integrating seamlessly with QuickBooks and allowing you to maintain ownership of the merchant account. Just sell the merchant account as you would today, use your favorite gateway and Biller Genie will handle the rest!

About our Sponsor

Introducing Biller Genie, a helpful tool for business owners who want to get paid faster when they send out invoices. Even if they're already using QuickBooks for their accounting, Biller Genie can make the payment process much easier.

Here's how Biller Genie works:

When a business owner creates an invoice in QuickBooks, Biller Genie takes charge. It automatically sends the invoice to the customer by email, saving time and making sure it gets to them on time.

But Biller Genie doesn't stop there. It also works with the payment processing company. This means that the link to pay on the invoice takes customers to a special payment page. They can choose their preferred payment method and complete the transaction securely. The payment then goes through the payment processor associated with the account.

And here's the best part:

Biller Genie takes care of reconciling everything with QuickBooks. That means the invoice and payment information are updated in the accounting system automatically, so business owners can stay organized and keep track of their finances.



This is great news for merchant sales people, too!

You can now reach out to a whole new group of businesses that rely on invoicing for payment, even if they don't have a physical store.

By offering Biller Genie, they can help these businesses improve their payment process, get paid faster, and thrive in the digital world.

