



**HER
Business
Revolution**
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superwomen*

Connecting Payment
Collectors to Your Sales
Process Factsheet

1) Payment Collection Options Available

- PayPal – you can use PayPal to get paid through your website (or funnel landing page), in person or via invoice. When taking payments through online sales, you can use a Pay Me link or integrate with Ecommerce platforms such as Shopify, WooCommerce, Prestashop and Magento.

The cost per transaction is 3.4% + 20p with sales of less than £1,500 per month, and for a small business there is no monthly charge.

www.paypal.com/uk/webapps/mpp/accept-payments-online

- Stripe – this is mainly to take payments for online sales, and you can take one-off payments or recurring payments using this platform.

The cost per transaction for small businesses is 1.4% + 20p for European transactions, and 2.9% + 20p for Non-European Transactions, and there is no monthly charge.

www.stripe.com/connect/account-types

- GoCardless – this is aimed at those who wish to take recurring payments via direct debit, although one off payments can also be taken.

The cost per transaction for a basic account is 1% (where a minimum of 20p and maximum of £2 is take). Therefore, this is by far the most value option.

www.gocardless.com/pricing/

- Ecommerce platforms such as Shopify, WooCommerce, Prestashop and Magento, or eBay/Amazon/Etsy Shop – if you are selling products then you might want to use an online shopping platform to sell your goods. These can be integrated onto your website or funnel landing page using code or a website plugin.

It is worth researching into the costs of these as they are pricey compared to the above options, however they usually include a transaction investigation service if your goods are not received by the buyer, or if they make a complaint.

www.sellercentre.ebay.co.uk/business/fees

[www.amazon.co.uk/b/ref=nav_cs_sell/260-7188761175049?_encoding=UTF8&id=AZUKGNOSellC
&node=2374298031](http://www.amazon.co.uk/b/ref=nav_cs_sell/260-7188761175049?_encoding=UTF8&id=AZUKGNOSellC&node=2374298031)

https://www.etsy.com/uk/sell?ref=hdr&from_page=https%3A%2F%2Fwww.etsy.com%2F

2) The Process of Linking Payment Collectors to Sales Process

When using a payment collector (PayPal, Stripe, or GoCardless):

- 1) To sign up to PayPal, Stripe, or GoCardless visit their website and set up an account, then if you visit their payments page (sometimes called transactions) and click set up payment/transactions, then follow the instructions, this will create a URL and/or web code for the product/service and amount inputted.
- 2) Set up a website or sales funnel landing page.
- 3) When you create the page of your funnel or webpage, insert the payment URL or web code given to you by that provider when prompted.
- 4) Set up your bot auto-responder message on Facebook, using a programme such as Chat Fuel, Chat Bot 4 U, etc.
- 5) Link your bot to your funnel or landing page, by inserting the URL link where requested.
- 6) You should now be all set to take payments – test your sales process just to be sure!
- 7) Happy selling!

Note: It is not recommended to link this payment collector URL straight to your social media post button or Mailchimp e-shot email button, in these cases it looks more professional if a well-designed landing page is linked to take your customer to that, before taking them to your payment collector to take payment.

When using a shopping platform (eBay/Amazon/Etsy Shop):

- 1) To sign up to a shopping platform visit their website and again set up an account. Once created you can directly add products (descriptions and photos) to this platform.
- 2) Set up a website or sales funnel landing page.
- 3) Integrate your shop front to your website or funnel landing page using a plugin or the code provided by the platform.
- 4) Set up your bot auto-responder message on Facebook, using a programme such as Chat Fuel, Chat Bot 4 U, etc.
- 5) Link your bot to your funnel or landing page, by inserting the URL link where requested.
- 6) You should now be all set to take payments – test your sales process just to be sure!
- 7) Happy selling!

Note: If using this option, you can link this straight to your social media post button or Mailchimp e-shot email button, as the shopping platform is well-designed and equip as a landing page.

Need further assistance? Visit www.glowva.co.uk