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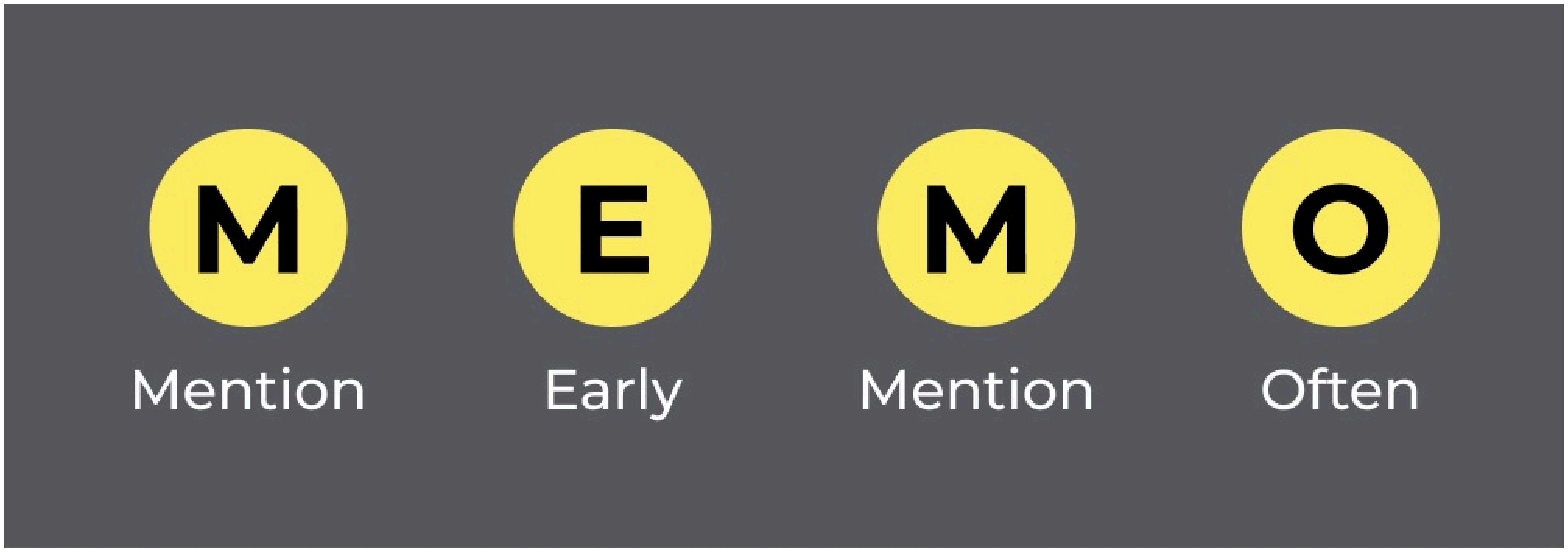
MEMO for Selling With Consumer Financing

The key to selling with consumer financing is using the MEMO method: Mention Early, Mention Often.



When to use MEMO

- *Mention early*
  When you first greet the customer at the entrance or on the sales floor, tell them that your store offers financing options. If there is promotional financing available, mention that too.
- *Mention often*
  Bring up the benefits of financing wherever it makes sense. If a customer seems uncomfortable with the price of an item, check if it may fit into their budget with convenient monthly payments with an online payment calculator.
- *Use financing to sell more*
  Use a monthly payment calculator to show your customer that the difference in their monthly payments could be very small for any models they might be interested in. You can use this same technique for accessories too.

With the MEMO method, you can transform financing conversations from an awkward add-on to a natural part of your sales process. When financing becomes a seamless part of how you sell, your customers and your sales numbers will benefit.

Want to learn more about offering consumer financing? Reach out to Synchrony to discover how our financing solutions can drive more successful transactions.

Get Started
Turn browsers into buyers with the 5 moments where financing conversations naturally fit—complete with proven scripts.