Customer Objections	How to Respond
"Why should I set up autopay?" or "Why should I use the portal?" (How does it benefit my customer?)	Your response: *Autopay has several clear benefits:* *It takes just **3 minutes to set up**, it's the most **secure payment process**, it's more **transparent and flexible** for you, and autopay is **fully automatic,** so you don't need to manually send a payment. Plus, it's **FREE**.*
ConnectBooster Partner Misconception: **False belief:** Customers don't want autopay and will leave if I mandate it. **Reality:** Most customers have no issue with it, they just want visibility to their invoices and payments and need to be **told this is the new process**. Customers already use autopay for countless other invoices, such as cell phones and gym memberships, etc.	**Convenience:** *Instead of remembering to make a payment each month, we'll automatically send the invoice amount before it processes, and auto process the payment and send you a confirmation after it has been completed.* **Avoid late fees** (if your MSP is using/enforcing): *You'll never have a late fee when you sign up for autopay.* **Security:** *It's a **secure way to make payments**. Rather than writing a paper check and leaving that check in a mailbox for several days to pass through how many hands before reaching the bank, you know that payment will be processed securely through the payment portal.*
"I'm not comfortable making payments online." (How do you put customers' minds at ease if they are apprehensive about the security of your electronic payment system?)	Your response: *It's our job to protect our customers, which includes how we accept your payments. We've invested in industry-leading payment security technology and are committed to keeping your confidential information safe. This technology is certified at the highest possible PCI level and utilizes advanced encryption technology.*
ConnectBooster Partner Misconception: **False belief:** Electronic payments are riskier than paper checks. **Reality**: Electronic payments are **far more secure** than paper checks. Electronic payments are widely considered the most secure form of payment.	
"I like the current way we pay." (How do you help the customer embrace change?)	Your response: *Our new payment process is even simpler. This is a free benefit we offer our customers that makes your payments secure, transparent, readily accessible and convenient. It takes just 3 minutes to set up, and can be fully automatic, so you don't need to spend time manually sending payment.*
ConnectBooster Partner Misconception: **False belief:** It's a new system and will take too long to learn. **Reality:** It takes minutes to set up. The customer doesn't understand the benefits yet of using the portal—how fast, easy and efficient it is.	

"No thanks, I'm not interested in using the portal or signing up for autopay."
(How can you overcome your client's natural inclination to pay you the way they always have and instead use the portal or sign up for autopay?)

ConnectBooster Partner Misconception:
False belief: Customers cannot and will not use the portal or autopay.

Reality: Consumers **prefer** autopay for its convenience and the payment portal for its transparency. The payment portal is designed so you can come to a middle-ground with your customers; for example, include a review timeframe so the customer can maintain control. Very few customers will require manual payment.

Gently but authoritatively share that this is your new billing practice speak to security as your top priority, and the transparency the portal offers. Allow enough time to make the change but tell your customers that this is a new requirement to protect us and you with the following options.

Your response:

As you know, we are committed to protecting your sensitive data, including your payment information. That's why we will only accept payments through our encrypted payment vault. This can be done either through ACH or via credit card through our new portal. We will no longer accept checks.

"I'm not comfortable setting up autopay."
(How do you encourage customers to adopt autopay?)

ConnectBooster Partner Misconception:
False belief: Customers will be opposed to autopay.

Reality: There's usually a deeper reason why – either they struggle with cash flow or want a deeper level of transparency. Customers already use autopay for countless other invoices, such as cell phones and gym memberships, etc.

Remind them, autopay only automates payment for the services that the customer has already agreed to as listed in the MSA.

The portal allows complete transparency and payment options. You'll always be able to see invoices with line-item transparency and will be able to set-up their ideal payment timing in the portal.

Assure the customer of the built-in review period before payment is processed.

Offer to set it up for them and walk through it with them.

Incentivize autopay by speaking to their wallet. One of the most effective methods MSPs use to set up autopay is to offer a "discount" for doing so. Usually, this discount comes in the form of a surcharge on their invoice if they're paying via credit card or mailed check—maybe 2-5% of the total invoice amount, whatever covers the difference of the expenses you accrue through credit card processing fees or manual labor.