

Key2Business Omni Card Program Vendor Enrollment Toolkit

KeyBank has created the following materials to assist in managing a vendor enrollment campaign for your organization

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If you would like document samples of the pre-campaign, follow-up email, tracking log, and/or vendor match template to request a MasterCard match, please reach out to Kenneth Hendrickson at kenneth_b_hendrickson@keybank.com.

Vendor Enrollment Overview

Value of Vendor Enrollment Campaign (1of 2)

Having a successful vendor enrollment campaign is critical to generating the efficiency and economic incentives of a commercial card program.

During a vendor enrollment campaign, you will reach out to your suppliers to get them to accept credit card as a form of payment. With the Key2Business program, there are three ways to pay vendors via a commercial card.

1. Dedicated vendor purchasing card

You would give your vendor a 16-digit credit card number to keep on file to charge a transaction when you approve an invoice payment. Each time you wish to pay an invoice, you will contact your vendor (email or phone call) to provide the vendor with the approval to process a credit card transaction for a specific dollar amount for the designated invoice to be paid.

2. Payment via phone

Each time you pay an approved invoice, you will call the vendor and provide them with a 16-digit card number, approved dollar amount, and the designated invoice to be paid. The vendor will run this 16-digit credit card number through your merchant terminal for the approved dollar amount and record the invoice(s) that were paid.

3. Payment via web portal

If the vendor has the ability to accept credit card payment through their company website, you would log into their payment portal and make a payment for each approved invoice with your 16-digit credit card number.

Based on your organizations needs / processes, you can leverage a single credit card number to pay for all or a set of your vendors or create vendor cards for each vendor relationship. There are benefits to processing and managing commercial card programs under both of these methodologies; a best practice is to have a dedicated vendor card for each vendor relationship.

Vendor Enrollment Overview

Value of Vendor Enrollment Campaign (2 of 2)

Vendor Enrollment Steps

- 1. Pull together good supplier data in order to complete a vendor enrollment campaign -- contact information, spend amount and quantity of payments*
- 2. Complete a vendor match with KeyBank in order to identify which vendors currently accept MasterCard in some form (commercial or consumer)*
 - This information is critical to target which vendors you should or should not reach out to during your vendor enrollment campaign*
 - You should not target vendors who do not accept MasterCard transactions since they do not have a merchant terminal that accepts credit card payments*
 - Reach out to Kenneth Hendrickson at kenneth_b_hendrickson@keybank.com to receive a vendor match template. Data must be put into this template in order for KeyBank to match against MasterCard's database. Return the completed template to Kenneth*
- 3. Develop pre-call letter, calling script, vendor enrollment tracking document and target vendor list*
- 4. Complete vendor enrollment campaign by contacting vendors to accept credit card payments*
- 5. Going forward*
 - Process credit card payments for all accepting vendors*
 - As you bring on new vendors or renew vendor contracts always include credit card as an acceptable form of payment in your contract*

Pre-Campaign Sample Letter

Soft Vendor Letter

Dear Valued Supplier:

As a valued supplier of **ABC Company**, we are writing to inform you of an important credit card payment processing initiative targeting our suppliers during the month of **[xxx]**.

ABC Company is partnering with KeyBank to implement a MasterCard® branded Credit Card program. This will allow us to initiate a Credit Card Payment to you once we receive goods or services and process your invoice. There are several advantages to accepting Credit Card as your primary form of payment.

Benefits from electronic payment include:

- Quicker access to your funds
- Elimination of delayed or lost checks
- Reduction of check processing costs

These payments are handled in the same manner as other credit card sale transactions on any electronic terminal or PC software program accepting credit card payments. This payment process is quick and easy, as described below.

- When we are ready to issue a payment, you will receive card payment details.
- After processing the card transaction, you will receive payment directly from your MasterCard® processor.

We look forward to your participation. We will be calling you over the next week to address any of your questions. Feel free to call us at **1-888-888-8888**

If you do not have any questions, please complete the attached form and return to the provided email address on the form.

Thank you for your participation.

Regards,
Accounts Payable Department
Buyer Name

Pre-Campaign Sample Letter

Soft to Moderate Vendor Letter

Dear Valued Supplier:

As a valued supplier of **ABC Company**, we are writing to inform you of an important credit card payment processing initiative targetin our suppliers during the month of [xxx].

ABC Company is partnering with KeyBank to implement a MasterCard® branded Credit Card program. This will allow us to initiate a Credit Card Payment to you once we receive goods or services and process your invoice. There are several advantages to accepting Credit Card as your primary form of payment.

For this reason, **ABC Company** is pleased to announce that we are converting our suppliers from manual Check/ACH payments to Credit Card payments. Our goal is to simplify the payment process, reduce the use of paper, and accelerate your cash flow by providing **immediate payment terms** upon invoice approval with a MasterCard® branded credit card account number. The payment is processed just as you would any other credit card payment.

Card acceptance benefits to your company include:

- **Faster receipt of payment; reducing the time to receive a check through the mail:** as soon as a payment is processed, you will be contacted to process the credit card transaction
- **Improved financial controls:** checks can be lost or stolen
- **Prompt settlement:** minimize payment delays, collection costs, and disputes

We look forward to your participation. To begin receiving your credit card payment details, we must gather some required information from you. We will be calling you over the next week to address your questions. Feel free to call us at **1-888-888-8888** or **email at: email address.**

If you do not have any questions, please complete the attached form and return to the provided email address on the form.

We are committed to partnering with 100% of our preferred suppliers to implement this new efficient method of submitting our payments to you. **Please call or email with any questions.**

Thank you for your participation.

Regards,
Accounts Payable Department
Buyer Name

Pre-Campaign Sample Letter

Aggressive Vendor Letter

Dear Valued Supplier:

As a valued supplier of **ABC Company**, we are writing to inform you of an important credit card payment processing initiative targeting our suppliers during the month of **[xxx]**.

ABC Company is partnering with KeyBank to implement a MasterCard® branded Credit Card program. This will allow us to initiate a Credit Card Payment to you once we receive goods or services and process your invoice. There are several advantages to accepting Credit Card as your primary form of payment.

- Receive payment upon invoice approval
- Increase cash flow and working capital benefits
- Greater control over accounts receivable

Suppliers who accept credit card payments will be paid upon invoice approval. Suppliers who do not accept payments through this solution will receive payment based on our standard term of 60-days, absent contrary contractual terms.

Please note, we are currently also reviewing existing contracts to incorporate our standard terms of 60-days.

We are committed to partnering with 100% of our preferred suppliers to implement this new efficient method of submitting our payments to you. **Please call or email by with any questions.**

We are targeting **MM/DD/YYYY** to rollout and launch this program. Given this timeline, a representative will be reaching out to you to in the next few weeks to discuss your willingness to accept credit cards as a form of payment.

If you do not have any questions, please complete the attached form and return to the provided email address on the form.

Thank you for your participation.

Regards,
Accounts Payable Department
Buyer Name

Pre-Campaign Form -- Supplemental to Sample Letter

Form to Attach with Pre-Campaign Letter

Vendor Enrollment Form Key2Business[®]

Vendor Information		
Company Information		
Company Vendor ID		
Company Address		
City	State	Zip Code
Company Contact Name		
Company Phone Number(s)	Company Fax Number(s)	
Primary Email Address		
Secondary Email Address		
Vendor Payment Website Address (if applicable)		

Vendor Enrollment Campaign Sample Script

Campaign Script 1 of 3

1) Introduction

“Good.... My name is _____ (First AND Last Name) calling from **ABC Company**. I would like to speak with

2) Change of provider

“**ABC Company** would like to inform you we have changed our preferred payment method to our suppliers. **ABC Company's** new method of payment is with a MasterCard branded card with KeyBank.

3) Reference Pre-Campaign Letter if Leveraged

“**ABC Company** recently (**mailed, emailed**) a letter detailing these changes, do you recall receiving this information?”

If Yes – Great, as I mentioned **ABC Company** is changing their method of payment to a MasterCard branded card from Key Bank.

If No – OK, may I provide that information to you now? (If Yes) What is the best email address for me to send you the letter? (If No, move onto section 4)

[Agent captures good email address and sends out the letter to the supplier]

Vendor Enrollment Campaign Sample Script

Campaign Script 2 of 3

4) Acceptance of MasterCard

“According to our records it shows you accept MasterCard as a form of payment, is that still accurate?”

If Yes, explain to the vendor the credit card payment options-

Excellent, we have three different methods to receive these credit card payments. The first option is a dedicated vendor purchasing card for your organization, to keep on file and charge once we approve an invoice payment either by email or phone. The second option would be a payment via phone call. We will call you directly with the 16-digit credit card number each time we want to make a payment. The third option would be if you have a payment portal website that we can log into to make credit card payments.

[If vendor needs further information on each method please read below:]

1. Dedicated vendor purchasing card

We would give you a 16-digit credit card number for you to keep on file to charge us. Once you have received confirmation that the invoice(s) is approved for payment you will charge the credit card number you have file.

We will contact you (email or phone call) to provide you with the approval to process.

2. Payment via phone

Each time we want to pay an approved invoice, we will call you and provide you with a 16-digit card number. You will run this 16-digit credit card number through your merchant terminal for the approved dollar amount.

3. Payment via web portal

If you have the ability to accept credit card payment from your company website, we will log into your payment portal and make a payment for each approved invoice with a 16-digit credit card number.

Vendor Enrollment Campaign Sample Script

Campaign Script 3 of 3

Which one of the 3 methods would work best for your organization?

If 1 = **Yes**, Inform vendor that you will follow up with their 16-digit credit card number to keep on file.

If 2 = **Yes**, Is there an individual or a dedicated phone number that you could provide who processes these types of transactions? If not, whom is the best point of contact for this? (*Confirm phone number*)

If 3 = **Yes**, Confirm the website for making payment and are there user log in credentials required?

If No - ASK WHY

- *Reference Overcoming Objections Section of Toolkit*
- *Record reason for not accepting in vendor enrollment tracking document*

5) Wrapping the Call

“On behalf of *ABC Company*, I would like to thank you for taking the time to speak with me today. Your responses and feedback are important to the relationship that you currently hold with *ABC Company*. Are there any additional questions I can answer for you at this time?”

If Yes - Agent answers any/all questions and wraps the call

If No - Agent wraps the call

Vendor Enrollment Campaign Sample Script

Reach Voicemail Script

1) Voicemail Script

- "Good _____. My name is _____ (First AND Last Name) with **ABC Company** we have recently implemented a change to our payment method.

It would be appreciated if you would please return my call at your earliest convenience.
I can be reached at:

Phone Number: - **(Internal Dedicated Phone Number)**, Extension _____ (Agent provides 4 digit extension)

Follow-up Vendor Email Sample

Sample Follow-Up Vendor Email



SUBJECT: REMINDER: MasterCard Virtual Card from ABC Company

You are now set up to receive payments via credit card from **ABC Company!**

Thank you for speaking with me and enrolling in **ABC Company's** MasterCard Credit Card Program.

Here is an overview of what will happen with each Credit Card Payment:

- When the invoice/invoices have been approved, they will submit a payment for the approved amount via credit card.
- The card information will be delivered to you with the details of the payment, such as invoice numbers, amount, etc.
- Once you receive the credit card information, you will process the payment just like you would any other credit card.

As a reminder, there are several advantages you will receive by accepting MasterCard Credit Card including:

- Preferred Supplier Status
- Expedited Payments, paid within days of invoice approval
- Elimination of delayed or lost checks

Frequently Asked Questions:

Can I charge a card-processing fee?

ABC Company is not allowing a surcharge for accepting payments with a card.

What is the cost of accepting this payment method?

There are processing fees associated with this payment method. These fees are determined by your merchant services provider.

How long will it take me to receive the payment?

Payments are generally posted to your bank account within 24-48 hours.

Support Questions:

Should you have any additional questions regarding this program, please contact us at **XXX-XXX-XXXX** or **email@address.com**

Vendor Remittance Email Sample

Sample Vendor Remittance Email

To assist your vendors in reconciling your payments and invoices, we recommend following-up with an email to your vendors verifying the payment made. Below are sample emails based on the method of payment used

Vendor Card On-File

We have approved invoice number [123456789] for [\$x,xxx.xx]. Please use ABC Company's existing MasterCard vendor card on-file to process this transaction. The last 4 digits of the card on-file is [xxxx]. Please let me know if you have any questions

Payment by Phone

Per our recent phone conversation, ABC Company has approved invoice number [123456789] for [\$x,xxx.xx] and processed this invoice for payment on [x/x/xx].

Payment by Website

ABC Company has approved invoice number [123456789] for [\$x,xxx.xx]. We have logged into your website and made this payment on [x/x/xx].

Vendor Enrollment Best Practices

Best Practices

Organizational

- ✓ Develop aggressive but realistic goals for achieving credit card acceptance – timeframe and spend realized
- ✓ Have an executive sponsor assigned to the vendor enrollment campaign and track the progress made against goals
- ✓ When bringing on new vendors or when contract renewals are going on, include credit card as an acceptable payment method in the contract
- ✓ Involve purchasing and procurement staff to encourage vendors to accept credit card transactions

Pre-Vendor Enrollment Campaign Work

- ✓ Quality data in target vendor file
 - Know the AP point of contacts name and phone number for 1-1 contact
 - Utilize personal relationships with vendors
- ✓ Complete a vendor match to reveal which vendor currently accept MasterCard payments -- leverage to create target list for calling campaign
 - Target list of quick wins (top spend / relationship) and as well as vendors which you have multiple vendors who provide the same services
- ✓ Be ready to pay with a credit card for the next bill after vendor campaign is complete
- ✓ Prior to the calling campaign -- send pre-call letters or emails to vendors notifying them of your payment change, include point of contact should they have questions
- ✓ Develop a tracking log of calling efforts to track who accepted and agreed upon term changes -- include rationale for non-acceptance

Vendor Enrollment Campaign

- ✓ Have management reach out to the top / critical vendors to accept credit card payments
- ✓ Strong message during the calling campaign
 - Willing to shortened terms when taking credit card
 - Extend terms on Check, i.e., 60 days, if they will not accept credit card payments
- ✓ Ensure the message to suppliers is aligned with company goals

Overcoming Vendor Objections

Overcoming Vendor Objections

- Cost / Terms -- Develop a decision tree to negotiate terms when a vendor initially does not accept credit card payments (i.e., extend net pay days, give up a portion of the vendor discount, give up the full vendor discount)
 - Negotiate with vendor to reduce the net pay days term improving the vendors working capital if they accept credit card payments
- Cost / Transaction Criteria -- Ask the vendor if there are specific dollar criteria where the vendor will accept credit card payments
- Cost -- explain to customer though there is a cost associated with processing a credit card transaction, but credit card transaction reduce your organization check processing fees, payment processing clearing time, and employees time depositing checks
- Buyer's remorse -- restate the benefits of why taking the card is beneficial for their organization; also track who said yes from the vendors during the vendor enrollment campaign and reference (if applicable)