

# Newsletter template

To help you save even more time, we've created an email template that informs your clients about your new debtor management service.

## When to send

Once you're set up with Debtor Daddy and you're ready to start promoting your new debtor management service.

## Things to consider

- Feel free to edit this template in a way that best suits your needs.
- Before finalising the document please check that you have replaced all of the [square brackets] with your information.

**SUBJECT LINE: New debtor management service**

**PREVIEW COPY: Let us help you save time and get paid faster**



Hi there

### **Introducing our new debtor management service!**

We're excited to now offer our clients a new debtor management service. This will be of particular interest to businesses who have ongoing issues with outstanding invoices and high debtor days.

Partnering with accounts receivable automation specialists *Debtor Daddy*, this add-on service is a quick and cost effective way to save you time and get paid faster. Using tools to automate your accounts receivable process, we follow up your customers using email, calls and SMS messages.

### **How much do your overdue accounts cost your business each year?**

An average business with 10 invoices per month of approx. \$1,000 per invoice, with 7 day payment terms and average debtor payment days of 30 days, is leaving \$28,000 per year on the table. This is the cost of wages, interest, bad debt, and lost opportunity cost due to lack of cash flow.

### **How can automated accounts receivable help you?**

1. Free up those hours you usually spend chasing up debt as we take care of all customer communication and follow up.
2. Get paid faster. You can have confidence in your cash flow and better plan for business growth with automation reducing late payments.

3. Make it easier for customers to pay. An automated AR process means invoices and reminders are sent in a clear, timely manner. Pay now buttons and links to pay can be included in messages to encourage immediate payment.

Workflows and communication are customisable to suit each business. Communications come from your email address and the tone can reflect your business so customers aren't aware they're receiving automated messages.

If you want to try before signing up or just need this type of service on an adhoc basis, we can offer this service on a casual basis.

**If you think your business could benefit from this new service, touch base with [\[contact name\]](#) today to discuss options and how this will work for your business.**