



# Help your clients succeed

## Top takeaways from these sessions

### 1. Using [online payment service](#) providers like Stripe and GoCardless can help businesses reduce the friction of getting paid with invoices being paid up to [twice as fast\\*](#)

- ✓ It allows businesses to offer their customers more ways to pay including debit card, credit card, direct debit, Google Pay or Apple Pay.
- ✓ It saves them time chasing payments and saves their customers time by making it easy to pay directly from the invoice.
- ✓ It can give businesses the ability to collect recurring payments as soon as invoices are due with customers only needing to set up their payment details once.
- ✓ If you or your clients have existing Stripe accounts connected to Xero the payout times have got even faster. Previously it could take up to seven days to receive the money from a Stripe transaction – this should now be expected in two.

### 2. Adding the finishing touches to the invoicing process can [save time](#) and [improve credibility](#)

- ✓ Personalising invoice templates with a logo and a custom message can help boost the image of your business.
- ✓ Setting up automatic invoice reminders lets Xero do the chasing for you by sending friendly professional nudges to customers for upcoming, due or overdue invoices reducing the time you need to spend manually chasing payment.
- ✓ We're excited to share that we are the first major small business accounting software company to launch [el invoicing](#) in the UK. In the months ahead, you'll be able to receive your monthly Xero subscription bill as an elinvoice, with the ability to send elinvoices to follow.

### 3. Getting your clients set up with [Xero Analytics](#) will help them get a clearer picture of their financial health.

- ✓ The [short-term cash flow](#) feature allows them to project their bank balance, see the impact of invoices and bills.
- ✓ The [business snapshot](#) feature allows them to track income and expenses at a glance, identify and compare trends so they can make more informed business decisions.
- ✓ For additional insight [Xero Analytics Plus](#) uses AI-powered predictions allowing businesses to see and plan up to 90 days in the future making it easier to plan ahead.

## Key things to do back at the office

- 1 Check out our [cash flow resource hub](#) for some practical tips and resources you can send to your clients to help them feel more in control of their finances.
- 2 Check out our Money Matters report for more information on the impact of the current economic conditions on the cash flow and tools which can help get businesses paid faster.
- 3 Create a list of invoicing clients who are not set up with [online payment services](#) like Stripe and GoCardless and talk to them about setting these up to help them get paid faster\*.
- 4 Share with your invoicing clients these [5 tips to help them get paid faster](#).
- 5 Get your clients set up on [Xero Analytics Plus](#).
- 6 [Register to start receiving Einvoices in Xero](#) – it's easy and free with your Xero subscription.