

Help merchants welcome American Express® Card Members.

Your merchants can now accept American Express® Cards! Here's how you can help them welcome American Express Card Members and the business they bring with them:

1. Reinforce the benefits of the OptBlue® Program

- American Express Cards **can be accepted with the same ease and speed** as other card brands the merchant accepts.
- **Your merchants can now have one fast payment, one statement and one customer service contact.**
- **Rates can be lower than your merchants think.** Clarify that, as the processor, you set the pricing for American Express.

2. Help answer potential objections

Sometimes a merchant needs more encouragement to accept American Express Cards. You'll find more tips to help with these situations at americanexpress.com/optblueagent, and then click on **For Sales Agents**.

3. Encourage the use of free decals and signage

- Be sure to have your merchants add American Express signage to their door, register and website to let customers know that American Express Cards are accepted.
- **Here's why signage is important:** 58% of American Express Card Members report that they prefer to make purchases where American Express Cards are accepted.*

Tell your merchants they can order complimentary signage directly from American Express at americanexpress.com/signage.

4. Share available free marketing tools & programs

Your merchants may be eligible for free marketing programs to help them reach more customers. Invite them to explore these opportunities at americanexpress.com/businessresources.

Best Practices



By helping merchants understand the OptBlue rate structure, you can help boost American Express Card acceptance.



When you recommend industry-relevant signage and supplies, you can help merchants start using these valuable tools.

* American Express commissioned an online survey conducted by Morning Consult in June 2021 relating to non-business purchases. Definition of American Express Card Members: Respondents in the U.S. who reported that they have an American Express Card and that they use that card to make non-business purchases at least once every 6 months. Definition of Non-Card Members: Respondents who reported that they do not have any type of American Express Card and that they use Visa, MasterCard or Discover credit card products to make non-business purchases at least once every 6 months. Disclaimer: the trademarks used herein are the property of their respective owners.



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