

ride it away

retail finance



WORKING IN PARTNERSHIP

Ride it away is a consumer-facing retail finance brand developed by the ACT in partnership with V12. This guide is intended to help shop owners and sales staff to increase sales using retail finance.

The cycle industry's fastest growing sales tool

Empowering staff

The more you and your staff know about retail finance, the more you can increase your sales and boost your average transaction value.

Make sure sales staff are comfortable and well acquainted with the range of finance products they are authorised to offer.

This ensures that any customer wishing to spread the cost is able to do so in your store.

Introducing retail finance

Introduce retail finance to your customer at an early stage during the conversation to give them plenty of time to think about it and consider their options. A customer looking to spread the cost may be too embarrassed to ask – make finance visible to customers to avoid this situation.

Do any of these sound familiar?

"I'll have to ask the wife." "I'll need to save up for a few months and come back." "What do you have like this, but cheaper?"

Finance is the answer to all of these questions and many more!

Don't hide it

Make your customers aware of the options available to them. Use POS items on products to show just how little an item can cost each month.

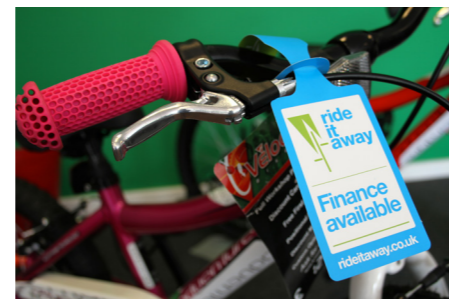
A full range of FCA compliant POS is available, including ceiling banners, swing tickets and window stickers. See the POS designs on the back cover for more details.

Sell more than just the bike

Ride it away is not just for bikes; you can also offer customers the opportunity to spread the cost of parts and accessories on their own or in a bundle.

Giving customers the opportunity to buy whatever they want makes up-selling easy.

By spreading the cost, higher quality items become affordable and additional products can be added to the transaction for only a few extra pounds per month.



Spread the cost

Selling products with finance allows you to divide the cost of a product in the customer's mind.

What sounds more accessible; a £1400 bike or a bike that costs £35 a month?

Sell to a customer's monthly budget rather than what they've got in their pocket, e.g. "This bike, lock, helmet and clothing can be yours for only £50 a month."

Finance bridges the gap between what the customer thinks they can afford to pay for in one lump sum and what they really want.

Take control of the sale

Use 0% to clear old stock or to attract customers to higher margin products.

Vary interest rates to suit the product, the customer and you; an APR of 15.9% (payable by the customer) is better than the rate charged by many credit cards and is completely **free of charge** to the retailer, protecting your margin.

Use our finance calculator at actsmart.biz/finance-calculator to experiment with options.

Promotions

Use finance to shift end of season stock instead of discounting. You can use lower finance rates for temporary promotions rather than offering price discounts that would erode margins far more adversely:

e.g. 4.9% over 24 months or even a 0% 12 month offer can be more profitable than a nominal 10% discount offer.

A promotion can be as simple as putting a swing tag on a product!

75% of customers decide where to shop based on whether 0% finance is available.

58% of customers would delay their purchase or not make a purchase at all if finance wasn't available.

£1400

£35 per month

0%
interest free

Finance available here	
Cash Price	£
Deposit	£
Rate of Interest	%
Representative APR	%
Total Amount of Credit	£
Duration of Agreement	months
Monthly Repayment Amount	£
Total Amount Payable	£

Offer available on the appropriate credit agreement. Finance available here is a service provided by Actsmart Finance Ltd. Actsmart Finance Ltd is a company registered in England. Actsmart Finance Ltd is authorised by the Financial Conduct Authority. Actsmart Finance Ltd is a member of the Financial Ombudsman Service. For more information, please visit actsmart.biz/finance-calculator.

Mintel and V12 2015

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In-store and online POS materials

In-store



POSRIA21
Swing Tag
Pack size: 50
Price: £4.00 (exc. VAT)
Actual Size: 120 x 80mm



POSRIA22
Bike Tag
Pack size: 50
Price: £6.00 (exc. VAT)
Actual Size: 280 x 80mm



POSRIA24
Large Square Banner
Price: £7.00 (exc. VAT)
Actual Size: 575 x 575mm



POSRIA25
A5 Window Sticker
Price: £2.00 (exc. VAT)
Actual Size: 210 x 148mm (A5)



POSRIA26
Circle Window Sticker
Price: £8.00 (exc. VAT)
Actual Size: 500mm diameter



POSRIA27
Top Left Window Sticker
Price: £5.00 (exc. VAT)
Actual Size: 500 x 500mm



POSRIA28
Top Right Window Sticker
Price: £5.00 (exc. VAT)
Actual Size: 500 x 500mm



POSRIA29
Bottom Left Window Sticker
Price: £5.00 (exc. VAT)
Actual Size: 500 x 500mm



POSRIA30
Bottom Right Window Sticker
Price: £5.00 (exc. VAT)
Actual Size: 500 x 500mm

Banners and swing tags are hole punched. Ceiling fixtures and fittings are included with the banners. Elastic bands are provided with the swing tags. Prices correct October 2016.

Web banners



Ride it away web banners are available in various sizes to download and use on your website.



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To order POS or download web banners visit actsmart.biz/pos