



**AMERICAN  
EXPRESS**

# IT'S TIME TO SAY "YES" TO AMERICAN EXPRESS

Let us help you answer some of the objections business owners may have regarding American Express Cards acceptance.



**OptBlue<sup>®</sup>**

**We know there are Establishments that have doubts about accepting American Express as a payment form. To provide support when you're on the phone with a client, we will help you respond to the most common concerns.**

## **What benefits will American Express OptBlue bring to your Business?**

Now you will be able to accept American Express Cards exactly the same way you accept other cards and you will also enjoy the following benefits:

### **ONE DEPOSIT**

For all transactions made with The Cards.

### **ONE ACCOUNT**

A single statement for all Cards.

### **ONE POINT OF CONTACT**

To answer all your requests.



## Objection:

“American Express is more expensive to accept than other cards.”

## Answer:

"It's up to your bank to set the discount rate for American Express Cards."

## Objection:

“Almost everybody has Visa or MasterCard, why should I accept American Express?”

## Answer:

### We'll give you 4 reasons:

1. When you accept American Express you'll have access to a network of loyal Card Members that look for Establishments where they can pay with The Cards.
2. Corporate Card Members are more likely to use their American Express Cards for their Business related expenses<sup>1</sup>.
3. We have relevant spend information that tells us how much and how many Card Members are spending in your region.
4. American Express Card Members want to use their Cards to pay in Establishments; not being able to do so and being asked to pay with another card creates discontent.



1. Internal American Express information, October 1st, 2018 to September 30, 2019.

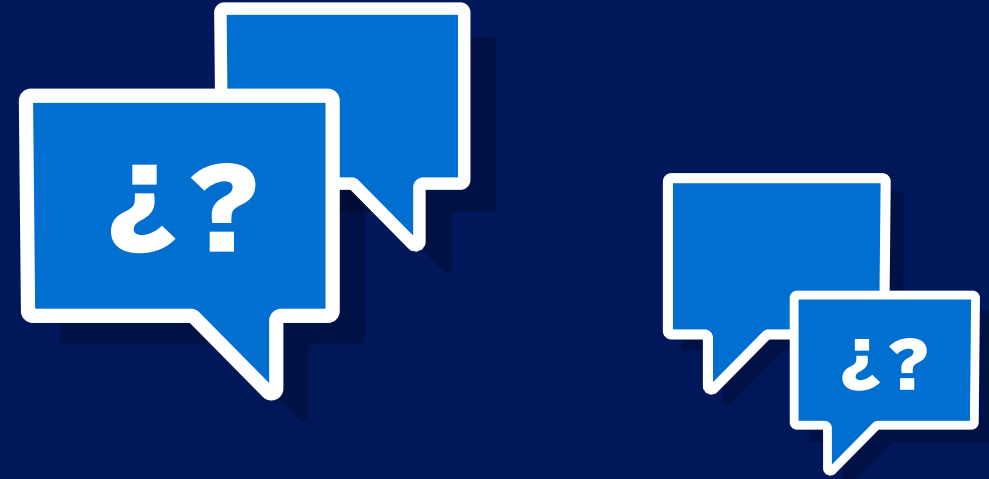


## Objection:

“It’s too complicated to have so many banking contact points

## Answer:

With American Express OptBlue, you will have only one contact point to answer all your requests, which will help simplify your daily operations.



## Objection:

“American Express takes longer to pay me”

## Answer:

Not necessarily. With this alliance you will receive payment at the same time you receive other card payments, thereby simplifying your payment process.



## Objection:

“They have never tried to pay with American Express.”

## Answer:

Card Members may not be aware that you accept American Express if you have no signage decals in sight. Once you are part of the network of American Express

Merchants, make sure you display the decals in your windows or doors along with other promotional material so you can attract Card Members to your Establishment. If you do not have any American Express signage material you can order it free of charge at [americanexpress.com/signage](https://americanexpress.com/signage)

Make sure all your personnel know and communicate that your Establishment now accepts American Express Cards.

## Objection:

“There are not many American Express Card Members close to my Establishment.”

## Answer:

(Consult the appendix for information on American Express Card Members in Puerto Rico and the United States Virgin Islands.)



## Objection:

“I don’t want any more terminals and, besides, I’ve heard that the American Express terminals have reception problems.”

## Answer:

We have good news. You won’t need another terminal to receive payments with American Express. You can use the one you already have.

## Objection:

“Performing transactions with American Express is always complicated”.

## Answer:

OptBlue is designed to change all that. Now, with your bank terminal you can accept American Express the same way you accept other cards and you will see everything reflected in one deposit and one account statement.





# OptBlue<sup>®</sup>

Use this manual to learn details and information that will help you to know how to respond to the objections that Establishments may have in accepting the American Express Cards.

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**DON'T** *do business* **WITHOUT IT**<sup>SM</sup>

# APPENDIX





# PUERTO RICO

## CARD MEMBER DISTRIBUTION

More than 471,200 American Express Card Members spend<sup>1</sup> in Small Merchants in Puerto Rico. 70% were Personal Members, and 33% of Card Members were visitors<sup>1</sup>.

## SPEND DISTRIBUTION

American Express Card Members spent more than \$103M USD<sup>1</sup> in our Small Merchants in Puerto Rico. 80% of the spend came from Personal Card Members, and 20% from visiting Card Members<sup>1</sup>.

## BEHAVIOR BY INDUSTRY

- 40% of American Express Card Members that spend in Small Merchants in Puerto Rico purchased at Retail Outlets, representing 37% of total spend in these Establishments.
- 2% of American Express Card Members that transacted in Puerto Rico spend in Lodging category, equivalent to 2% of the market total<sup>1</sup> in these Establishments.
- 35% of American Express Card Members that made transactions in Puerto Rico spend in restaurants, equivalent to 15% of the market total<sup>1</sup> in these Establishments.

## RETAIL SPEND

More than 171,800 Card Members made purchases in the Small Business Retail industry in Puerto Rico with an average transaction of \$220.00 USD<sup>1</sup>.

- 32% of those Card Members are foreigners<sup>1</sup>, 68% are Personal Card Members<sup>1</sup> and 81% of the spend was made by Personal Card Members<sup>1</sup>.

## LODGING SPEND

More than 46,000 Card Members spend on lodging services in Small Business Hospitality Establishments in Puerto Rico with an average transaction of \$271.00 USD<sup>1</sup>.



## **LODGING SPEND**

More than 2,400 Card Members spend on lodging services in Small Business Hospitality Establishments in Puerto Rico with an average transaction of \$510.00 USD<sup>1</sup>.

50% of those Card Members are foreigners<sup>1</sup>, 50% were Personal Card Members and 65% of the spend was made by foreigners<sup>1</sup>.

## **RESTAURANT SPEND**

More than 164,000 Card Members spend in Restaurant industry in Puerto Rico with an average transaction of \$94.00 USD<sup>1</sup>.

35% of those Card Members were foreigners, 65% were personal Card Members and 28% of the spend was made by foreigners<sup>1</sup>.

# **U.S. VIRGIN ISLANDS**

## **CARD MEMBER DISTRIBUTION**

More than 15,500 American Express Card Members spend<sup>1</sup> in Small Merchants in U.S. Virgin Islands<sup>2</sup>. 3% were Personal Card Members, and 97% were foreigner Card Members<sup>1</sup>.

## **SPEND DISTRIBUTION**

American Express Card Members spent more than \$4,111M USD<sup>1</sup> in our Small Merchants in U.S. Virgin Islands<sup>2</sup>. 2% of the spend came from Personal Card Members, and 98% of the spend was made by foreigner Card Members<sup>1</sup>.

## **BEHAVIOR BY INDUSTRY**

- 52% of American Express Card Members that spend in Small Merchants in U.S. Virgin Islands<sup>2</sup> purchased at Retail Outlets, representing 55% of total spend in these Establishments.
- 2% of American Express Card Members that transacted in U.S. Virgin Islands<sup>2</sup> spend in Lodging category, equivalent to 3% of the market total<sup>1</sup> in these Establishments.
- 15% of American Express Card Members that made transactions in U.S. Virgin Islands<sup>2</sup> spend in restaurants, equivalent to 5% of the market total<sup>1</sup> in these Establishments.



## **RETAIL SPEND**

More than 8,000 Card Members made purchases in the Small Business Retail industry in U.S. Virgin Islands<sup>2</sup> with an average transaction of \$282.00 USD<sup>1</sup>.

98% of Card Members are foreigners<sup>1</sup>, with a 98% spending in the industry.

## **LODGING SPEND**

91% of Card Members are foreigners<sup>1</sup>, with a 96% spending in the industry.

## **RESTAURANT SPEND**

More than 2,000 Card Members spend in Restaurant industry in U.S. Virgin Islands<sup>2</sup> with an average transaction of \$92.00 USD<sup>1</sup>.

97% of Card Members are foreigners, with a 98% spending in the industry.

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1. Internal American Express information corresponding to the period from January 1st to December 31st, 2019.

2. United States Virgin Islands

