

# Setup checklist for retail stores

This complete setup checklist will guide you through the critical tasks to launch, promote, and close more sales with Shop Pay Installments at your retail stores.

## Prepare your store

- Download and print approved signage for your retail stores** Access window signage, tent cards, and info pamphlets for customers.
- Determine store policies for installments** Consider if installments may impact return policies, staff targets, or if you'd like to implement a minimum spend.
- Choose a day to launch Shop Pay Installments in store** Give yourself enough time to get staff prepared and announce your new buy now, pay later offering to customers.

## Prepare your staff

- Announce Shop Pay Installments to your store staff** Let staff know that your business will soon offer Shop Pay Installments in store and share resources to review.
- Have staff complete the online course** The Shop Pay x Affirm online course is designed to give staff the confidence to responsibly offer installments in store.
- Review in-store selling tips** Discuss how staff can incorporate installments into customer conversations to drive more sales and increase order value.
- Add the Shop Pay Installments course to all staff training** Incorporate the online course into existing staff onboarding so that new team members are also up-to-speed on installments.

## Prepare for launch day

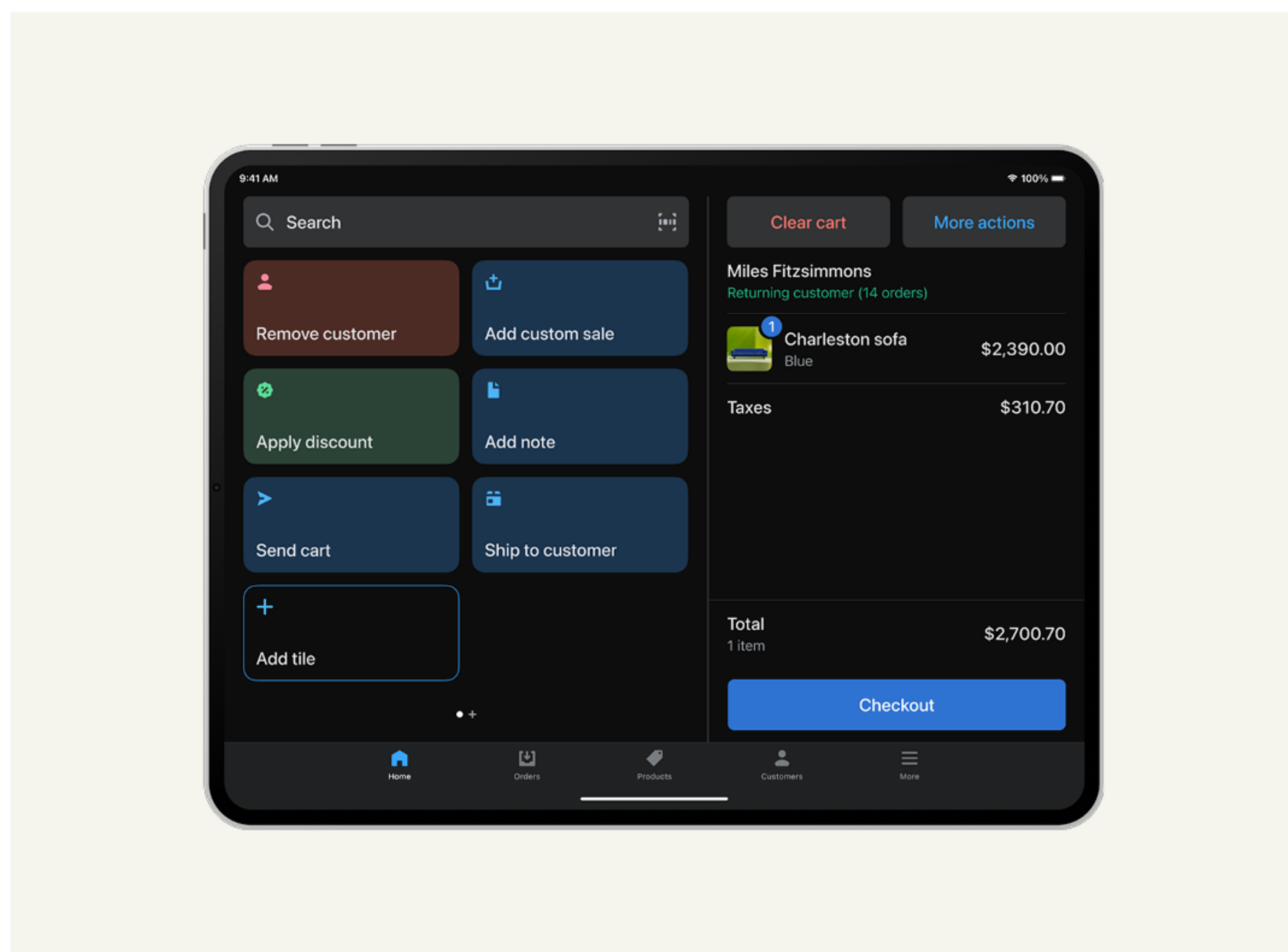
- Post signage for Shop Pay Installments around your retail store** Place signs at the entrance, checkout, and by big-ticket items so customers know they can pay in installments.
- Print and post staff one-pagers** Place the How-to guide, Customer FAQ, and In-store selling tips sheets in accessible areas for staff to reference.
- Update online store banner** Announce that you have Shop Pay Installments available for in-store purchases on your website home page.
- Update your locations page** Add a callout for Shop Pay Installments to the locations page on your website so potential store visitors are aware.
- Update store policies, if applicable** If you decide to implement policies for installments in store, be sure to update your website with the correct information.

## Spread the word

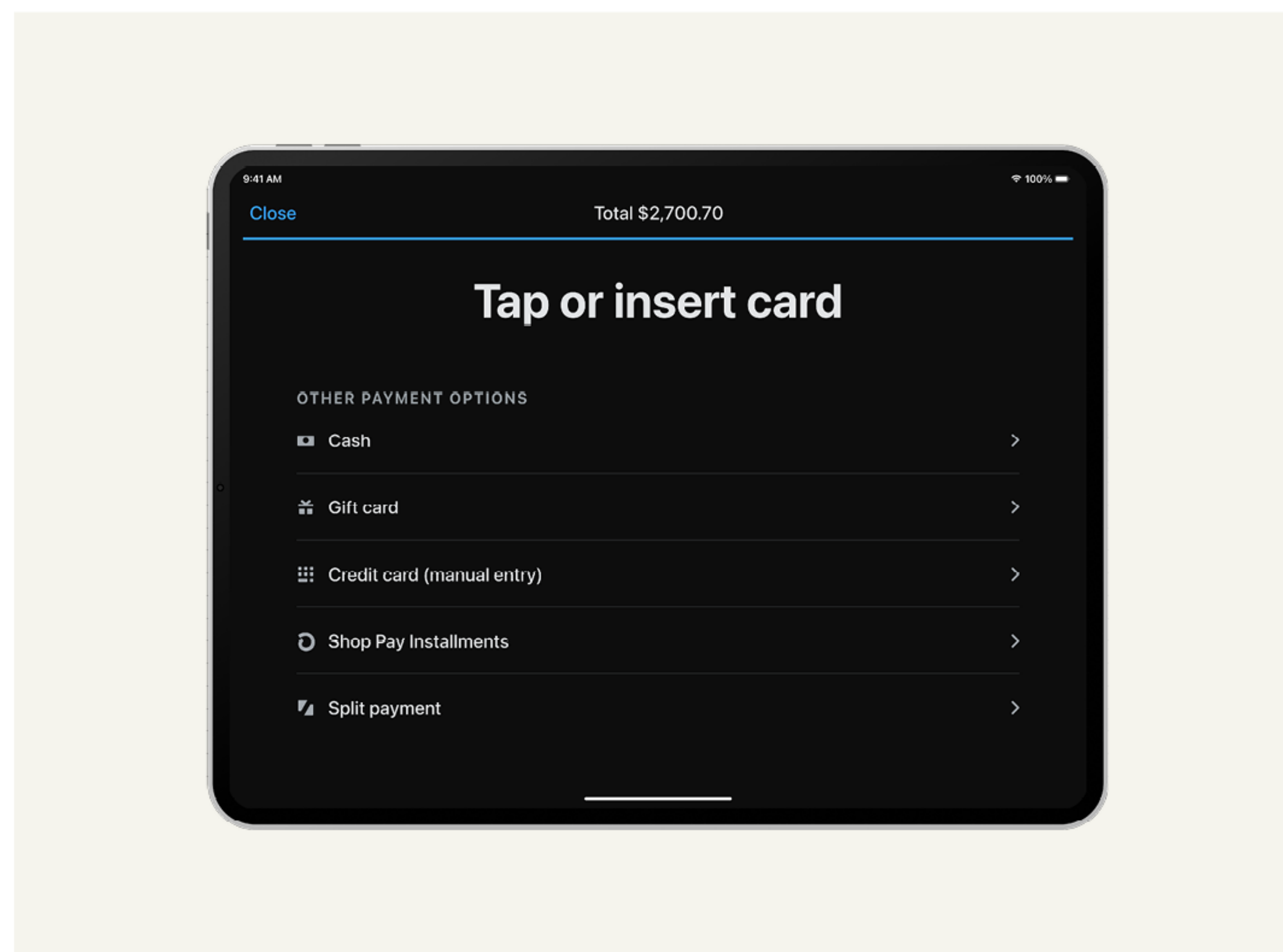
- Announce Shop Pay Installments to your audience** Send an announcement email to subscribers and post on social media to promote this exciting new payment option.



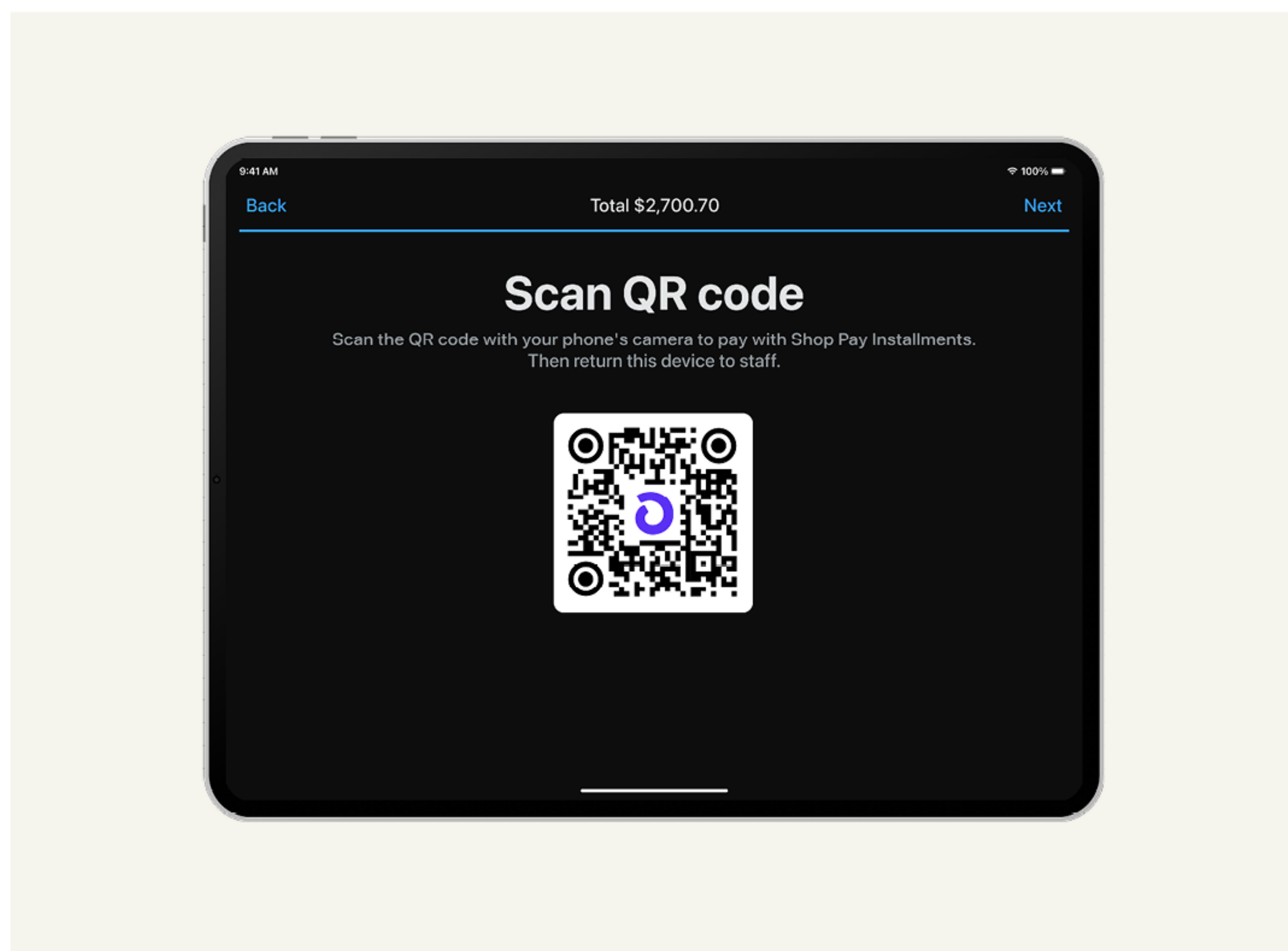
# Checking out with Shop Pay Installments on Shopify POS



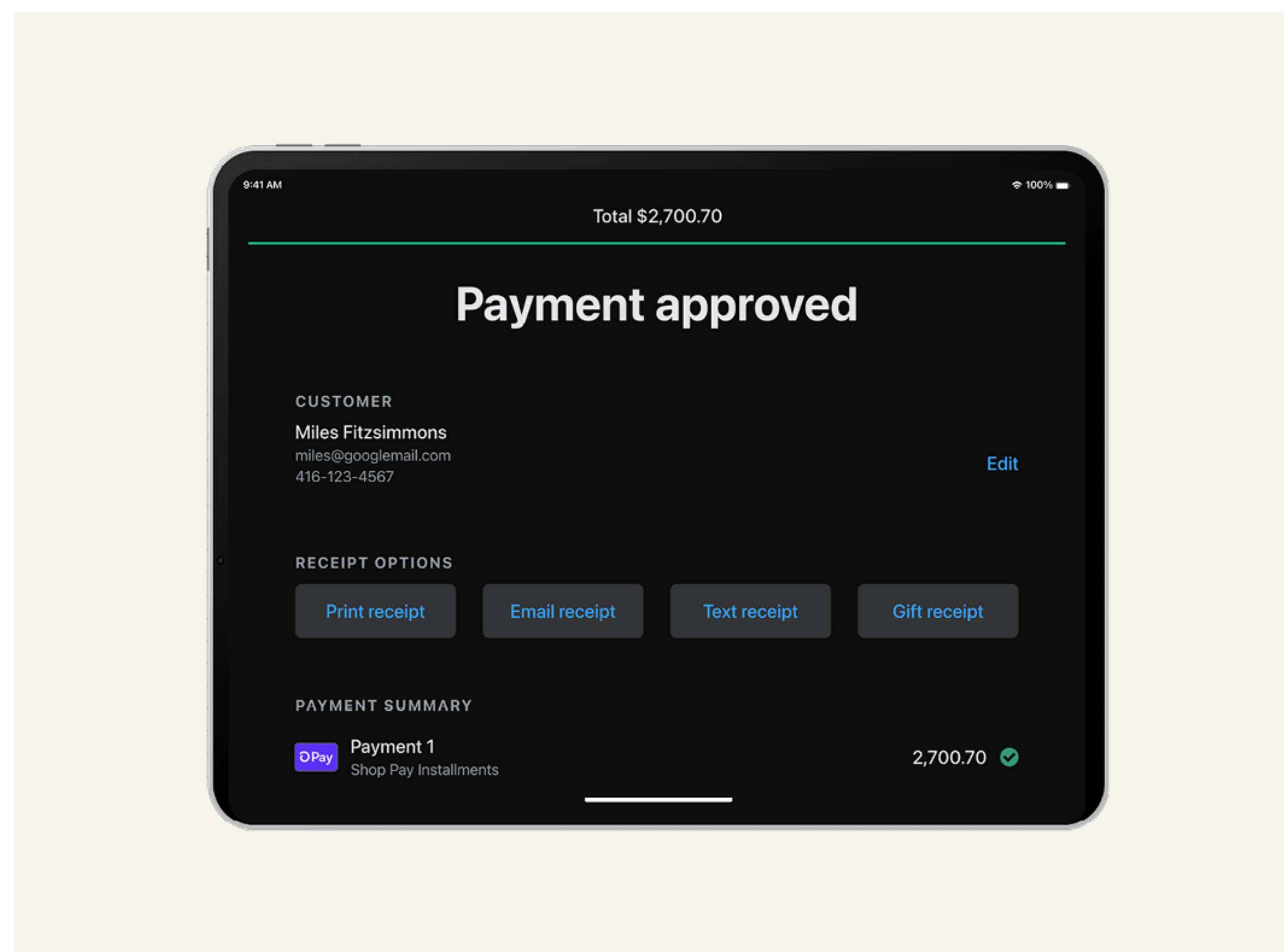
1. Fill the cart in Shopify POS and tap **Checkout**.



2. From the **Select payment option** screen, tap **Shop Pay Installments**. A QR code will be generated for the customer's cart.



3. Present the device screen to the customer and instruct them to scan the QR code with their smartphone camera and complete the application on their device.



4. If successful, the transaction will show as **Completed** in Shopify POS.



# In-store selling tips

Buy now, pay later (BNPL) can be a powerful way to help customers get what they want. Check out our tips to make more sales in store with Shop Pay Installments.

**1. Make customers aware of your flexible payment options.** Incorporate Shop Pay Installments into the way you introduce your store's overall service offering.

*"Welcome to our store! To tell you a little bit about us: we offer delivery, 30-day returns, and Shop Pay Installments."*

**3. Use buy now, pay later to increase order value.** Upsell with ease using Shop Pay Installments—from complementary items to your highest-quality products and best-value offerings.

*"Can we recommend some items that go well with the product you're purchasing? We have installments options, if needed."*

*"You get more value when you buy a 10-pack instead of a 2-pack. We offer Shop Pay Installments so you can pay over time."*

*"We'd love for you to try the best possible version of our product. If you'd like to consider upgrading to a premium offering, we do have an installments option."*

**2. Use buy now, pay later to convert more sales.** Shop Pay Installments makes it easier for customers to make the most of their in-store visit. No more FOMO.

*"If you're really in love with this product, we offer Shop Pay Installments so you can take it home today and pay over time."*

**4. Let customers know about all the benefits of Shop Pay Installments.** Put customers at ease by letting them know that Shop Pay Installments is simple, transparent, and flexible.

*"Applying takes just a few steps at checkout. You can submit the application on your own device and know your information is secure."*

*"You'll get a real-time decision from Affirm within minutes and, if approved, you'll be able to choose from 4 interest-free payments or monthly installments."*

*"There are no hidden fees or late fees. Whatever you see up front is what you will pay. There is no impact to your credit score to check your eligibility."*

**Did you know?**

**81% of retail shoppers conduct online research before buying.<sup>1</sup>**

When it comes to big purchases, customers are doing their homework online, but buying in store—and it makes sense! If you're making a big investment, you want to see the product in person before you spend your hard-earned cash. So your customers may be more ready to purchase than you think. And Shop Pay Installments can be a great way for you to help customers make big-investment purchases with confidence.

<sup>1</sup> Major Purchase Shopper Study, [GE Capital Retail](#)



# Customer FAQ

When assisting a customer who is interested in or checking out with Shop Pay Installments, reference this sheet for answers to common questions.

### Before applying

**Am I eligible for installments?** If customers are over the age of 18, reside in the US, and are paying in USD, they are eligible to apply for Shop Pay Installments.

**What is Shop Pay and why do I need to create an account?** Shop Pay is a virtual wallet that offers several benefits for customers. In addition to installment payment options, shoppers can use Shop Pay to securely store payment info and speed up checkouts online.

Creating a Shop Pay account is required to use Shop Pay Installments.

**Do I need the Shop app in order to use Installments?** No. In fact, the in-store application for Shop Pay Installments will open in a mobile browser. However, the Shop app is a great way to manage installments payments post-purchase.

**What are the various payment plans available?**

- 4 interest-free bi-weekly payments
- Interest-bearing payment plans over monthly terms

**What does the application process involve?**

Applying for Shop Pay Installments typically takes 3-5 minutes and involves:

- Signing up and setting up a Shop Pay account
- Completing a Shop Pay Installments application
- Selecting a payment plan

**Will installments with Shop Pay impact my credit score?** For 4 bi-weekly, interest-free payment plans: No. These transactions are not reported to credit bureaus.

For monthly, interest-bearing plans: Yes. A buyer's repayment behavior for Shop Pay Installments can impact their credit score.

Checking eligibility for either case will not impact a buyer's credit score.

**How much will I be approved for?** The amount you are eligible for will be determined by Affirm. Complete the application to be approved.

*Please note: Customers cannot apply for Shop Pay Installments before checking out. Applications must originate from a transaction in POS. (i.e. A buyer cannot be pre-approved for an amount before checkout).*

### During and after applying

**Where do I go for support?** Direct customers to visit the Shop Pay Installments x Affirm Help Center at [shoppay.affirm.com](https://shoppay.affirm.com).

Post-purchase email communications from Shop Pay and Affirm will also include these support resources.

**Do I have to provide this personal information?** Yes. Required fields in the application process are necessary for Affirm to verify a customer's identity and determine their rate and payments.

**What will my interest rate be?** Your interest rate will be determined by Affirm. Complete the application to review your rate.

**What will my monthly payments be?** Your monthly payments will depend on the payment terms you choose along with the rates offered to you upon approval. Complete the application to review your payments.

**Can I pay off my loan early?** Yes. There are no additional fees or penalties for paying more or paying off your loan.

**Can I return an installments purchase?** Yes. Installments purchases can be returned but any paid interest will not be refunded.

**Where will I manage my payments or view my loan terms?** Once approved, customers will receive an email from Shop Pay Installments x Affirm with their loan terms and directions to log in and view their Shop Pay account online. They can also manage payments in the Shop app.

**Why was I not approved for Shop Pay Installments??** Tell customers to check their inbox for an email from Affirm. This email will provide reasons why they were not approved. To protect the customer's privacy, Shop Pay and Affirm do not share ineligibility reasons with retailers.

Do not engage in conversations about a buyer's financial situation or possible payment options. If a customer has a question that is not answered here, please refer them to: [shoppay.affirm.com](https://shoppay.affirm.com)

(A) Payment options through Shop Pay Installments are subject to an eligibility check and are provided by Affirm's lending partners: [affirm.com/lenders](https://affirm.com/lenders). State notices to consumers: [affirm.com/licenses](https://affirm.com/licenses)

(B) Rates from 0-36% APR. For example, a \$800 purchase might cost \$72.21/mo over 12 months at 15% APR. Payment options through Shop Pay Installments are subject to eligibility and are provided by Affirm's lending partners: [affirm.com/lenders](https://affirm.com/lenders). Options depend on your purchase amount, and a down payment may be required. More options may be available upon approval. State notices to consumers: [affirm.com/licenses](https://affirm.com/licenses)