

# INFO PAYS

IPS Invoice Payment System

June 2025

*Knowledge is the key to success.*

## Seasonal Highs & Lows: How to Keep Your Business on Track This Summer

Summer in Canada brings more than just patio season and cottage weekends—it also brings seasonal shifts that can impact the way your business runs. For many industries, summer is the busiest time of year. For others, it's a season of slower sales, leaner staffing, and a need to regroup before the fall. Whether your business heats up or cools down in the summer months, the key to success lies in managing the highs and lows with foresight and flexibility.

### 1. Plan Around Seasonal Trends

If summer is your busy season, now is the time to:

- Hire temporary or student workers
- Order inventory in advance to avoid mid-season shortages
- Launch seasonal marketing campaigns to capture increased customer activity

For B2B companies experiencing a summer lull, this is a golden opportunity to:

- Run internal projects or system upgrades
- Evaluate customer accounts and refresh engagement strategies
- Take a breath and invest in planning and training for Q3 and Q4

### 2. Protect Your Cash Flow

Don't let slow-paying clients hold you back. With IPS invoice financing, you can:

- Get paid immediately on outstanding invoices
- Avoid high-interest loans or credit lines
- Maintain operations with no interruption

### 3. Keep Customers Engaged

Even if the phone's not ringing off the hook, summer is a great time to:

- Send a seasonal newsletter
- Offer a time-limited promo or referral bonus
- Schedule client check-ins to strengthen relationships

### 4. Take Care of Your Team

Support your employees during summer months with: team-building events, recognition for those navigating peak workloads, or schedule vacations accordingly so you're not under staffed and over worked.

### 5. Use Summer to Reset

- Review your goals and cash flow
- Plan for upcoming investments or expenses
- Solve seasonal gaps in your working capital



## 5 Ways to Get Paid Faster—Without Hurting Customer Relationships

Slow payments can quietly drain your cash flow, especially during high-demand seasons or while preparing for growth. But pushing too hard for payment can put stress on customer relationships.

At IPS, we help Canadian businesses unlock working capital by financing invoices. But we also believe in giving our clients the tools to prevent delays in the first place. Here are five proven ways to get paid faster—without damaging trust or loyalty:

### 1. Set Clear Terms from Day One

Make sure your payment terms are easy to understand and visible on every invoice. Avoid vague language—state:

- Due dates (e.g. “Net 15” or “Due on receipt”)
- Accepted payment methods
- Late fee policies (if applicable)
- Tip: Confirm these terms in your contract or onboarding process to set expectations early.

### 2. Send Invoices Promptly

The faster you invoice, the faster you get paid. Set up a consistent process to:

- Send invoices as soon as work is completed
- Use automated tools to reduce delays
- Avoid batching invoices once a month—weekly is better

### 3. Make It Easy to Pay

Customers are more likely to pay promptly when the process is fast and convenient. Remove friction by offering multiple payment options, such as:

- EFT (Electronic Funds Transfer)
- Credit card
- Online payment portals
- Pre-authorized debit

### 4. Use Gentle, Consistent Follow-Ups

Don’t wait until payments are late to reach out. A few proactive steps can go a long way:

- Send a friendly reminder 3–5 days before the due date
- Follow up one day after if payment hasn’t been received
- Be polite but firm—most late payments are due to oversight, not bad intent

### 5. Offer Incentives for Early Payment

Encourage timely payments with a small discount or loyalty. This builds goodwill while benefiting your bottom line.

- 2% off of paid within 10 days
- Priority service or add-on bonuses for reliable payers.

Even with the best processes, payment delays still happen. That’s where IPS can help. With IPS, you don’t have to wait for customers to pay before moving forward. We help you turn unpaid invoices into immediate working capital so you can make strategic decisions when it matters most.