**EZ Pay Talking points**

**General change:**

“I noticed that you're not on Auto-Pay which means you're not getting the best deal. If you were to switch to Auto-Pay, you'd save ??% on your subscription, which is $??? annually. It's easy to sign up and hassle-free to cancel. All I would need is a credit or debit card to withdraw from each month. In addition, if you sign up today, I could also give you a month free just for signing up.”

**Overcoming the cost of a subscription:**

“If you have any interest, I can actually save you ??% off that price and also give you an extra month free if you were willing to switch to Auto-Pay. Auto-Pay is the most worry-free way to ensure your subscription doesn’t stop and is our absolute best price. More than ??% of our subscribers take advantage of our Auto-Pay pricing.”

**I don’t like something coming out of my account and me not knowing when:**
“I don’t like this happening on my accounts either. We do our best to relieve that worry by sending out an email reminder to you the day the payment is withdrawn for your subscription. You can also always know when the payment is coming out by checking your expiration date online and knowing that it will be the Tuesday prior.”

(We typically will talk with them about our digital offerings at this time so that they are full aware of their ability to manage things online).

**Does it go forever?**

“The great thing about Auto-Pay is that you don’t have to worry about your subscription expiring. We will continue to take payments each month and continue to deliver a paper to you each day until you let us know otherwise. It’s just as easy to cancel as it is to set up. There is no long-term obligation. All you have to do is call us and we’ll get it cancelled with the click of a button.”