

Selling Digital Delivery

A step-by-step guide to selling secure digital delivery as part of an omnichannel communications strategy.

As communication specialists, you understand the importance of adapting to the evolving landscape of customer communication.

Secure digital delivery has become a crucial component of a successful omnichannel strategy. It offers enhanced security, efficiency, and customer engagement. Especially for essential and sensitive correspondence like bills, pin numbers, pay documents and financial statements.

This step-by-step guide will help you more effectively add digital delivery to your sales efforts, helping you articulate the benefits and how easy it is to integrate with traditional channels.

Email v Digital delivery: what's the difference?

Before we get into it, it's important to understand exactly what we mean by digital delivery, and how it differs from email. Email, while convenient, poses security risks like phishing attacks, data breaches, and malware. Lack of encryption leaves messages vulnerable. Digital delivery methods, like Payreq, offer enhanced security. They employ end-to-end encryption, authentication, and secure document sharing, reducing the risks of phishing and malware.

Step 1: Understand the benefits of secure digital delivery

Before pitching digital delivery, it's essential to have a clear understanding of its advantages:

> **Enhanced Security**

Digital delivery platforms, like Payreq, offer end-to-end encryption, robust authentication, and secure document sharing, protecting sensitive information from unauthorised access.

> **Efficiency and Speed**

Digital delivery eliminates the delays associated with physical mail, ensuring that documents reach recipients instantly.

> **Cost Savings**

Reducing the reliance on physical mail can lead to significant cost savings in postage, printing, and handling.

> **Environmental Impact**

Digital delivery reduces the carbon footprint by minimising paper use and transportation emissions.

> **Customer Preference**

Many customers prefer digital communication for its convenience and accessibility.

Step 2: Know your client's needs

This seems like an obvious one for sales, but it's worth reiterating. Understanding the specific needs and challenges of your clients and potential clients is essential.

Ask questions about their current communication strategies, tools, pain points, and objectives. This will help us tailor a pitch that demonstrates how an omnichannel approach, which includes both physical and digital options, can address their unique requirements and enhance their overall customer engagement.

Need help on what to ask about digital delivery?
[Get in touch](#) with the Payreq sales team.

Step 3: Present digital delivery as part of a broader multichannel strategy

Position digital delivery as a complementary addition to existing communication channels. Highlight how integrating digital delivery with traditional mail can create a seamless, omnichannel strategy that enhances customer engagement and satisfaction.

Emphasise the following points:

- **Consistency and speed**

Combining digital and physical channels ensures that all customer preferences are met, providing a consistent and comprehensive communication experience.

- **Flexibility**

A multichannel approach allows businesses to choose the best method for different types of communications, ensuring that urgent or sensitive information is delivered securely and promptly.

- **Customer preference**

Many customers prefer digital communication for its convenience and accessibility.

➤ **Return on investment**

Using digital delivery to send payment requests like rates notices and utility bills, means your client will spend less time chasing payments. When you bridge the gap between a payment request and an actual payment, businesses see a 30% increase in revenue collected within the first 10 days.

➤ **Enhanced tracking & analytics**

Digital delivery platforms often come with tracking and analytics tools, providing valuable insights into customer interactions and engagement.

Download our simple [powerpoint template](#) and [cheat sheet](#) to help make the sales process easier.

Step 4: Showcase success stories

Share case studies and success stories from other clients who have successfully integrated digital delivery into their communication strategies.

Highlight the positive outcomes, such as improved customer satisfaction, reduced costs, and enhanced security. Real-world examples can be powerful in demonstrating the tangible benefits of digital delivery.

Here's how [Willoughby Council](#) achieved lower costs, a better service and happier ratepayers by transforming its rate-collections.

Step 5: Offer a Payreq demo

The saying “you need to see it to believe it” is so true for sales. Especially with new technology.

Show how easy it is to send, track, and manage digital documents securely. The Payreq team can facilitate the demo and highlight features such as encryption, authentication, audit trails, and user-friendly interfaces.

A hands-on demonstration can help clients visualise the benefits and ease of use.



Step 6: Address concerns & questions

Be prepared to address any concerns or questions your clients may have. Common concerns might include data security, integration with existing systems, and the potential impact on current workflows.

We can help provide clear, concise answers and offer reassurances about the robustness and compatibility of a digital delivery solution.

Step 7: Provide a seamless transition plan

Offer a comprehensive plan for transitioning to digital delivery. This should include:

- **Integration support**

Assistance with integrating the digital delivery platform into existing systems and workflows.

- **Training**

Training sessions for staff to ensure they are comfortable and proficient with the new platform


- **Ongoing support**

Continuous support and resources to address any issues or questions that may arise post-implementation.

Step 8: Highlight competitive advantage

Emphasise how adopting a multichannel communications strategy, including digital delivery, can give your clients a competitive edge.

Discuss the potential for improved customer engagement, faster response times, and the ability to meet diverse customer preferences more effectively.



Selling digital delivery as part of an omnichannel or multichannel communications strategy requires a thorough understanding of its benefits and the ability to present it as a seamless addition to existing services.

By addressing your clients' needs, showcasing success stories, and providing a clear transition plan, you can effectively demonstrate the value of digital delivery and help your clients enhance their communication strategies.

Start incorporating these steps into your sales approach today to drive success and satisfaction for your clients.

Stay in touch

We hope you're as excited about this opportunity as we are. It's a great way to grow our businesses together. Drop your account manager a line if you have any questions.

About Payreq

Payreq reimagines the way organizations interact and transact with customers and employees. The Payreq platform provides secure-by-design, private digital spaces — accessed online or via an app — in which two parties can share and manage information.

Payreq works with organizations around the world, including government agencies and multinational corporations, saving them time, money and needless admin by transforming their processes across billing and payments, payroll and documentation sharing. For more information visit www.payreq.com.

