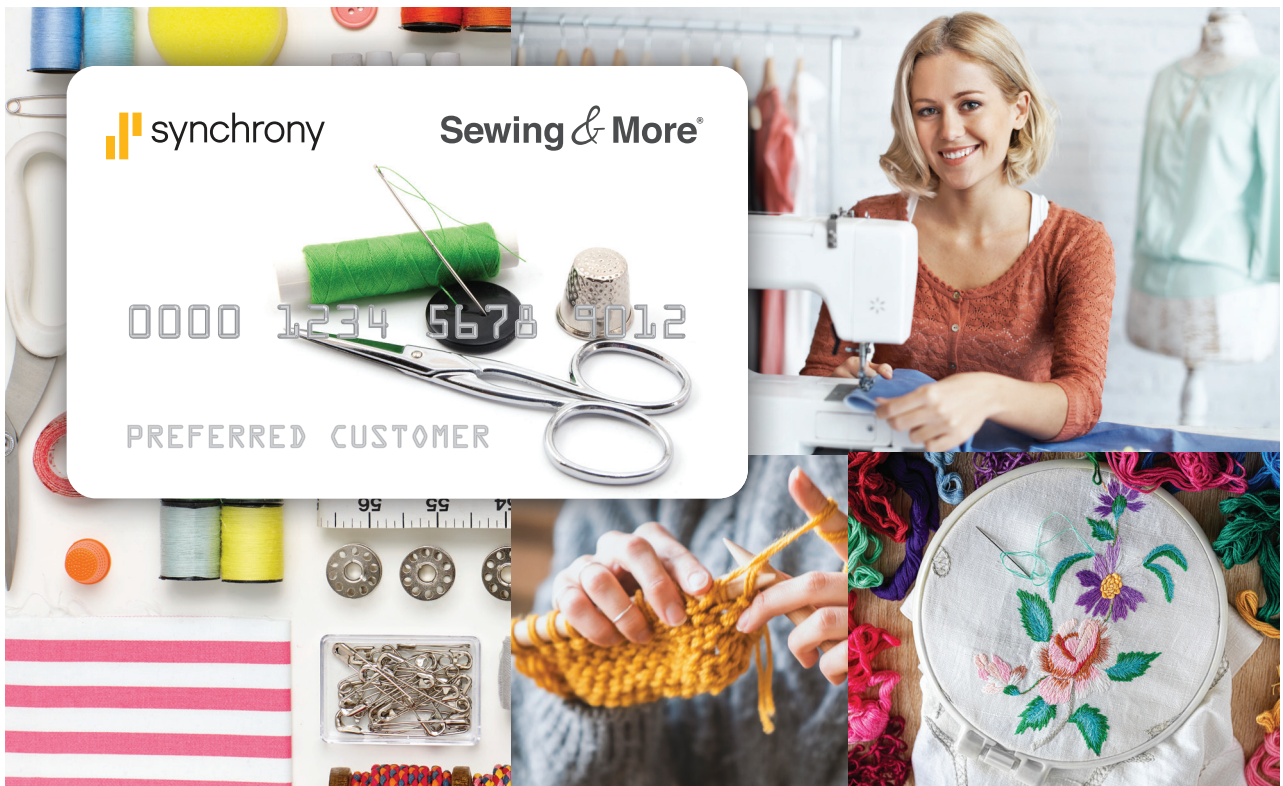


HELP CUSTOMERS BRING THEIR CREATIVE VISION TO LIFE.



THE SYNCHRONY SEWING & MORE CREDIT CARD MAY HELP MORE CUSTOMERS walk out the door with the machines, equipment, fabric, sewing notions and craft supplies they need to bring their creative vision to life.

Here are some quick scripts and tips that may help you empower and inspire your customers. It's as simple as **DISPLAY** and **ASK**.



TIP

DISPLAY:

It's easy to make sure everyone knows you have promotional financing available. Order and place Sewing & More displays throughout your store and add information on your website and social media sites with ready-to-use banners, buttons and more.

To order ready-to-use customer information assets, go to SynchronyBusiness.com/OrderSupplies.



SCRIPT

ASK:

When helping someone interested in a large purchases, such as sewing machines, to everyday supplies and notions, let customers know about the Synchrony Sewing & More credit card early in the conversation by asking:

“Do you sew/create a lot? Then you probably have a Sewing & More credit card?”

Because the card is accepted at more than 1,200 retail locations and a nationwide network of cardholders, there is a chance that some of your customers may already have the credit card and would appreciate being able to use it for the promotional financing.

If they do not have a Sewing & More credit card, it opens the door to share the value of the card with customers.

“You don’t? The Sewing & More credit card is a great way to take what you want and need to make your creative vision come to life — and conveniently pay over time, often with promotional financing. In fact, they have 6 months deferred interest for all purchases of \$150+.

It’s a credit card dedicated to your creativity — which may be especially helpful if you’re one of the thousands who have turned their passion into a business on Etsy or other sites. The good news is that you can use the credit card here, and at more than 1,200 retail locations across the country. Plus, you can reserve your general purpose credit cards for household expenses.

It only takes a minute or two to see if you prequalify — with no impact to your credit score. Would you like to know more?”