

# How To: Make Your Courses More Affordable



# Improve your cash flow

In this guide, we'll show you how to improve your RTO's cash flow, business health and student retention numbers by offering students a simple, hassle-free payment solution. And your finance team will love the auto-reconciliation!

You can introduce a cost neutral solution to:

- **Set up direct debit payments for all students**
- **Take payments online**
- **See a transparent payment plan history for AVETMISS reporting**
- **Make your courses more affordable without increasing your prices**



Ezidebit has worked with over 16,000 businesses in Australia to design payment solutions that improve cash flow. As experts in the payments industry, let our team guide you through how to set up a simple online payment plan and offer it to your students.

# Can you forecast enrolments?

Can you forecast your enrolment levels from month to month, or even year to year? It is hard to know what your enrolment levels will be. RTOs have become accustomed to surviving on razor thin margins, especially as Government funding fluctuates with every State and Federal election. And it doesn't help that students can struggle to make upfront payments for courses and fees.

A drop in enrolments or completions can mean the difference between success or failure. This is why you need to be able to rely on consistent cash flow from your student base allowing your finance team to forecast accurately.

*“ Good cash flow means consistent, predictable levels of liquidity, with regular payments from students at standardised intervals. ”*

## Simplify

Recurring revenue is best described as income that you can rely on to be consistent and continuous. It is about simplifying your cash flow and getting your students to commit to smaller, more manageable payments.

Do not be fooled by fads and buzz words. Recurring revenue is not a new concept. It is about repeat payments from customers, and simplifying your cash flow.

# Reduce the cost of training delivery

We've heard this in RTO Management meetings time and again: how do we lower the cost of training delivery? If you can streamline your back office processes, especially in the handling of student data, you can reduce your total cost of training delivery. Remember, your total cost of training includes all of your operating costs divided by the number of completions in a given period. Using technology to streamline your finance and admin department is paramount to your success as the new breed of RTO.

Expanding your scope of registration to increase enrolments might seem like the obvious answer. But increasing your scope also carries an increase in cost.



Leading RTOs are streamlining back office functions by:

- 1. Improving cash flow**
- 2. Making your courses more affordable**
- 3. Simplifying AVETMISS reporting with a transparent, auto-reconciled payment history for every student**

You can beat your competition and reduce the cost of training delivery with streamlined payment options for your students and your finance team.

# Finding efficiencies

You will always get pressure to cut your costs, particularly as the RTO market is shrinking rapidly. So take the time and find a simple solution that will help you cut those costs.

Put yourself in your students' shoes and consider your enrolment processes and costs.

Large upfront expenses can be a barrier to enrolment. Breaking down payments into smaller more manageable amounts can increase enrolment numbers and retention rates. The rewards for smart finance managers are there, particularly with efficient payment solutions that collect payments automatically and auto-reconcile.



# Recurring revenue is something you can achieve

So, how can you establish recurring revenue at your RTO?

As an RTO, you are in a service-based business model, providing training to students on a daily, weekly, or monthly timetable. If you break down your services into smaller, more manageable amounts, you increase your cash flow and increase student intake and retention metrics. Plus, having real-time visibility of who has and hasn't paid is perfect for your AVETMISS reporting.

*“ Many students cannot afford a bulk upfront payment. So offer smaller more manageable payment amounts throughout their course. ”*

In turn, you know what your cash flow forecast is, and you can begin to plan for the future growth of your business.

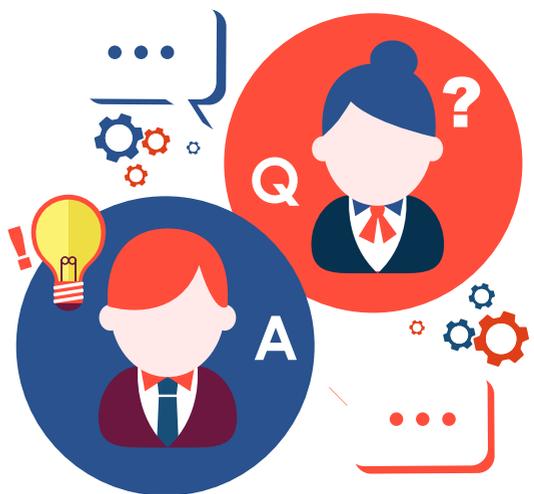


# Who's ready to pay: Students under 40 prefer direct debit

By understanding your students, you can better communicate the benefits of direct debit to them. Think about your current students, what stereotype do they fit? Generating good cash flow relies on communicating with your students to help entice them to pay by direct debit.

Our research shows those most open to direct debit are 18-40 year olds who have grown up with technology, value the convenience of the process, are time poor and do not feel they have relinquished control of payments. They tend not to go looking for direct debit but are more likely to use it over other methods when it is on offer.

Students by nature are price sensitive, so they will prefer direct debit because it helps them achieve their qualification without breaking the bank.



## Get started today

Start accepting payments today on our web-based platform. All you need is an ABN and a bank account to get your free trial account set up.

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- **Make your courses more affordable without increasing your prices**

Your revenue. Simplified.

Get a free trial setup today by talking with an Ezidebit payments expert.  
Call us on 1300 763 256.

