Hi <name>

I thought you'd be interested in one of our favourite apps, GoCardless for Xero.

GoCardless for Xero enables you to automate payment collection for any Xero invoice, via Direct Debit. Direct Debit puts you in control of when you get paid, and means your customers only need to enter their payment details once to automate payments.

Some of the benefits we've seen include:

* Improved cashflow - invoices are automatically collected on the due date
* Reduced admin with automatic reconciliation in Xero and no more chasing late payments
* Low cost – only 1% per transaction with a maximum transaction fee of £2.

You can find out how it works in this [short video](https://gocardless.wistia.com/medias/mhzf4eo4o7).

As a GoCardless Certified Partner we can offer a 3 month free trial of GoCardless, so let me know if you'd like to find out more and we can go from there!

Thanks,

<Your Signature>