Handout A

Marketing and Products Worksheet Part I Identify the transaction

Is it a debit, credit or both? Write a D for debit or a C for credit next to each application.

Social Security payment	Utility payments
Insurance payments	Cash Concentration
Point of Sale	Tax payments
Dividends	Payrolls
Pensions	Re-deposited Check Entry
Customer-initiated transactions	Interest payments
Annuities	Internet-Initiated/Mobile Entries
Point-of-Purchase	Telephone-Initiated Entries
Charitable donations	Expense reimbursement
Government vendor payments	Cash Disbursement

Part II
Reference for questions 1 and 2 is https://direct.nacha.org/

1. Explain the difference between Direct Deposit and Direct Paymer
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2. When should financial institutions use "via ACH" on their Direct Deposit and Direct Payment promotions?

Handout A

3.	List the benefits to a financial institution that offers electronic payment services to their customers.
4.	What are the advantages of Direct Deposit and Direct Payment for corporations?
5.	Billers offer Electronic Bill Presentment and Payment to their customers for what reasons?