

POINT OF VIEW

Powerfully Simple Point of Sale



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TURBO TIP

Humor, when used wisely, establishes rapport, releases tension and increases your likability—all making it easier to close a deal.

The Wall Street Journal 2011

Converting “Just Browsing” into Buying

You ask the customer standing in the aisle, “Can I help you?” They respond with the all-too-often heard, “I’m just looking.” Converting even a few browsers into buyers each day may have a significant impact on your bottom line. You can avoid missing a great selling opportunity by using these simple psychological tactics:

Let them acclimate. People need space and time to take in their new surroundings when they first enter your store. Consider the area adjacent to the front doors as a decompression zone and give them room to adjust.

Establish a connection. Greet them properly and sincerely. Show genuine interest by asking



about their day, what they are working on, etc. Be authentic; falseness is quickly detected and off-putting.

Ask the right questions. Find out why they may be holding back from buying and what their concerns are. Then present appropriate choices and help them find the product that best fits their needs.

Engagement that adds value. Don’t just assume they know a lot about the product. Pick it up off the shelf and share its

features and benefits. Become their advisor.

The bottom line. Making a good impression and creating positive feelings will set them up to purchase, whether it’s now or in the future.

By Leticia Stryker

‘Tis the Season for Creative Promotions

With the chaos of the holiday season just around the corner, planning clever promotions now can set you apart from your competition and drive sales. Here are a few ideas to get you started.

Ready-made gift bundles. Save your customers time by creating prepackaged collections for the usual recipients on their gift list, as well as the hard to buy for ones. And make it personal - “Your dad will love this.”

Charitable gifting program. Partner with local non-profits or churches to set up a pay-it-forward display of cards with names and needs of

the disadvantaged, such as elderly ones who need simple repairs or services done that require products your store just happens to carry.

Give a gift, get a gift. Make the “...but I really want one of these too” process guilt-free with a buy one as a gift, get one free for yourself promo.

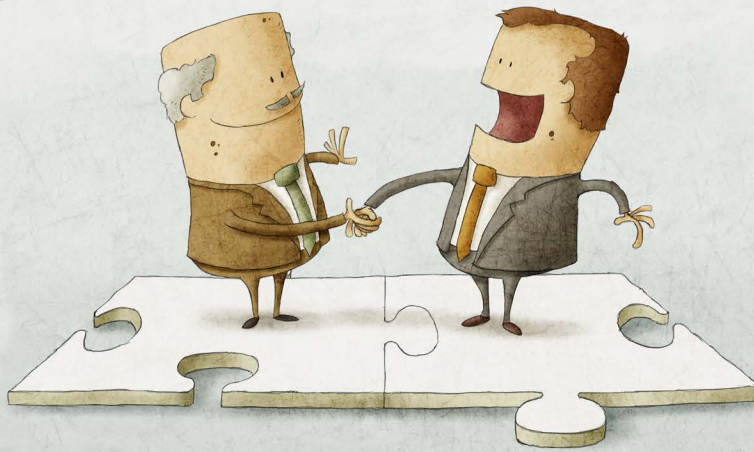
Free warm cookies and cider. Who doesn’t love the smell of baking cookies? Warm cookies bring feelings of comfort and comfortable customers buy more.

Cards, wrapping paper, and ribbon available at checkout. Even if you don’t usually stock these items, having them by

the register can save your customers an extra stop. And hand out free gift bows branded with your logo for an additional marketing punch. Goimprints.com offers various color options.

12 days of deals. Offer a deeply-discounted item each day and give a “free entry with purchase” for a grand prize drawing on day 12. Market the list of deals ahead of time. **Finders keepers.** Make it fun by promoting a limited number of special coupons hidden throughout the store. The lucky ones who find them get to use them at checkout.

By Leticia Stryker



10 Tips for Building Exceptional Customer Relationships

Establishing strong, long-term customer relationships is critical to the overall health of your business. Not only do happy customers become repeat customers, but they are also your best sales people. Here's how to build lasting connections:

1. **Be adaptable.** No two people are the same. Be ready and willing to recognize their differences and alter your approach accordingly.
2. **Don a "yes" smile.** A smile creates an involuntary positive response in your customer and will automatically be reflected in your own voice as well.
3. **Use their name.** Ask their name and then use it several times in the

conversation. People are conditioned to feel warmth and connection when they hear their name spoken.

4. **Give them your full attention.** Don't allow distractions to subvert your focus. Show you're actively listening.
5. **Mirror their style.** Pay attention to their body language and the tone/tempo of their voice. Matching these will deepen your level of connection.
6. **Perceiving the unasked questions.** Look beyond the initial question for larger underlying questions. Addressing these before they're even mentioned demonstrates your genuine interest in the customer.

7. **Mention a personal connection.** Find something you have in common and comment on it. It's easier to connect with someone when you feel you have things in common.
8. **Take the hit.** If they are upset, let them vent without interrupting. Only then acknowledge their frustration and point to a solution.
9. **Over-deliver.** Look for ways to go above and beyond. Performing some unexpected nicety goes a long way.
10. **Be consistent.** Follow through builds their trust that you will deliver every time, not just when it's convenient.

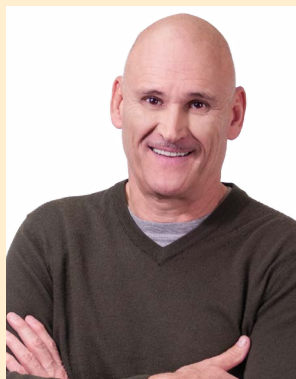
By Leticia Stryker

Executive Perspective: The True Cost of Point of Sale

Cost is an important factor in every business decision. So how can you calculate the true cost of point of sale? According to www.bematechus.com, companies on average spend 2-3% of their annual revenue on the initial set-up and then 12-18% of that amount for maintenance and upgrades. Sounds simple, but it gets a little more complicated when you consider the cost-saving and profit-producing variables created by your point of sale system.

Intelligent automation can greatly reduce your labor costs and free up needed time to focus on providing outstanding consumer experiences, which in turn increases sales. Detailed customer history records provide a wealth of information that can be leveraged to make the best use of your marketing funds.

Market-driven inventory management can increase your ROI by clearing out non-performing items, while increasing the stock of high-performing items at the times they sell best. According to the



Mike Williamson
General Manager

National Retail Federation, US retailers lose \$224 billion due to excess inventory and \$45 billion from out of inventory.

The quality of customer service associated with your point of sale also comes into play. Even the best technology has an occasional hiccup, and when it does, you want easily-accessible support that gets you back up and running without having to spend endless hours on-hold. Additionally, automatic updates keep your system running smoothly and eliminate the high cost of maintaining an outdated, inefficient version.

It comes down to this: When your point of sale includes the advanced features and services you need, cost is outweighed by long-term payoff. And the right system becomes a strategic tool in keeping your customers returning, profits increasing and business growing. Really then, how can you not afford this?

Best Practices: Reducing Vulnerability

Many merchants have legitimate business reasons to establish remote access connections to their point of sale, including allowing resellers and other vendors to manage and update their software. However, if not configured and managed correctly they can provide an easy entry point for unauthorized intruders to gain access to the system, and potentially to sensitive customer data. The following are highly recommended tips for enabling remote access while maintaining data security

- Limit the number of people that can access your system remotely. Only provide remote access to ones that truly require it; such as Paladin Point of Sale, Mercury and IT providers.
- Use complex passwords (as much as we all hate remembering them) for all

access in the payment environment, including Paladin accounts and remote access. And plan to change your passwords every 90 days.

- Install and keep anti-virus and anti-spyware up to date. Regularly run scans and review results for malicious software. Paladin offers a managed anti-virus to keep you safe and automatically run regularly scheduled scans. Contact us for more information on these services.
- Maintain up to date software, operating systems and web browsers at all times.
- Restart point of sale daily to clear allocated memory (note: this is restarting Paladin, rather than the computer itself).

By Mercury Payment Systems, LLC

Business of Excellence

Company: Popp Hardware

Owner: John Popp

Location: Ligerwood, ND

Years in Business: 69

Popp Hardware is a family-owned store located in Lidgerwood North Dakota with a population of a cozy 650 people. John Popp has owned the store since 1976; while his father owned it before him since 1946.

A distinctive quality of Popp Hardware is their floral offerings. They have a custom florist come in and design arrangements for events such as weddings and birthday celebrations. They also offer a greenhouse during the months of March through June.

John's biggest challenge is having the right stock at the right time. "The key to navigating this challenge is having the right system that allows you to order the right thing at the right time, making things so much easier and more accurate."

Another challenge he faces in a small town is knowing which adjustments to make in your store to compete with the big box stores.

"Paladin has been is a life saver for our business; this system is perfect for me. I don't think I could go without it. Paladin has made ordering so easy with their suggested order report."

Best Advice:

"My advice would be to get involved with a system that knows your business, a system like Paladin."

By Jenny Cooper

Increasing Business with Customer Loyalty Programs

Today's market seems to be all about the price. How much cheaper can I get it here as opposed to there and who is going to give me the best deal. So the age-old question comes to mind, "how do I keep up with the never ending competitive market?"

One savvy solution is to employ a customer

loyalty or rewards program. These programs offer customers both the perception of lower prices as well as an incentive to buy more. Customers earn points on every purchase they make in your store, which ultimately adds up to an earned coupon for money off their next purchase. The coupon creates motivation to return to your store and, in turn, continues the point earning/coupon cycle. Customers feel the benefits of a "cheaper price" when they use the coupon, plus it also provides incentive to spend more so they can earn their next coupon faster.

Paladin offers several customer



"Speaking of consumers, I would like to introduce our new VP of Loyalty."

loyalty programs to help you increase and maintain business. One of which is Paladin's royalty-free loyalty program, called Rich Rewards. Rich Rewards allows your customers to earn points up to a level you have selected and then a coupon for the amount you have chosen will print out on their receipt, redeemable on their next visit. You also can choose which categories are eligible for the rewards program. Paladin support can quickly get you up and running. Call 800-725-2346 to get started.

By Jenny Cooper

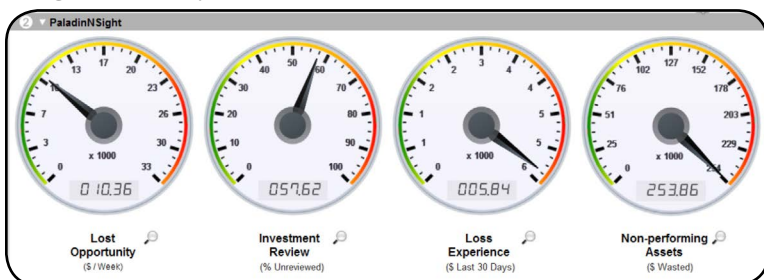


PALADIN™
DATA CORPORATION

Paladin Tech Buzz

Boost your business with PaladinN Sight™!

Out-of-stock items, unmanaged inventory, unknown losses, and overstocked items can add up to significant revenue losses. Once you understand these losses, you can take action. The new PaladinN Sight™ dashboard and tools (in the Inventory module) are designed to help you.



The misfortune of out-of-stock items. When you run out of an item, you can lose customers and revenue. When a customer cannot find an item because it is out of stock, you lose that sale. If that customer takes their shopping list to another store, you lose additional sales. If that customer does not return, you lose all future business from that customer. The PaladinN Sight™ **Lost Opportunity** tool predicts your revenue loss from out-of-stock items, and identifies items that need immediate attention to prevent lost opportunities.

Who's watching your investment? Your inventory is your single largest business investment. Like any important financial asset, you must review your inventory to make your money work for you. The **Investment Review** tool tells you the percentage (%) of items that were not recently reviewed and identifies them to keep your inventory investment robust. If items are not checked periodically, the customer experience suffers, and so does your business.

Catching items that are slipping away. There are many reasons that items in your store may disappear. When items are lost and you don't know it, you spend more money to replace them. The **Loss Experience** tool shows lost investment dollars from missing items and tells you where to look, so you can take immediate action.

The burden of having too much. When you have more of an item than you can sell, your money is tied up in non-performing assets. That money could be used instead to expand your product selection, improve your customer service, or build your business in other ways. While you may be aware of overstock on an item-by-item basis, you may not realize the impact on a store-wide level. The **Non-Performing** assets tool shows the investment dollars wasted on surplus items and helps you evaluate your purchasing habits.

PaladinN Sight™ dashboard was built to help you grow your business. The PaladinN Sight™ dashboard and its tools – Lost Opportunity, Investment Review, Loss Experience, and Non-performing Assets – were built for store owners and managers to help stores succeed and thrive. In upcoming notices, we will show you in detail how you can use these tools to stop losing revenue and grow your business.

By Lisa Leibfried

Upcoming Events

*Paladin will be attending the following events. To arrange a visit while we are in town, please email us at sales@paladinpointofsale.com

House-Hasson Dealer Market*

October 8-10 | Lexington, KY

Do It Best Fall Market

October 9-12 | Indianapolis, IN

PCCA: International Seminar 2015*

November 5-7 | Houston, TX

Wallace Dealer Market*

November 11-13 | Pigeon Forge, TN



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Get 50% off our Rich Rewards Bundle (including program) for a limited time

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 500 Application Forms
 1 Card Holder
 1 Application Holder
 1 Acrylic Sign 5"x7"
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