

# POINT OF VIEW

*Powerfully Simple Point of Sale*


## INSIDE THIS ISSUE:

**When Coworkers Collide**  
Managing conflict

**Executive Perspective**  
Bottom line on backing up

**Gift Cards**  
Are they good for business?

**Appealing to the Senses**  
Creating impressive impressions

**Business of Excellence**  
Weist Hardware

**Paladin Tech Buzz**  
Digital signage, a more effective message

**Upcoming Events**  
Markets near you

## TURBO TIP

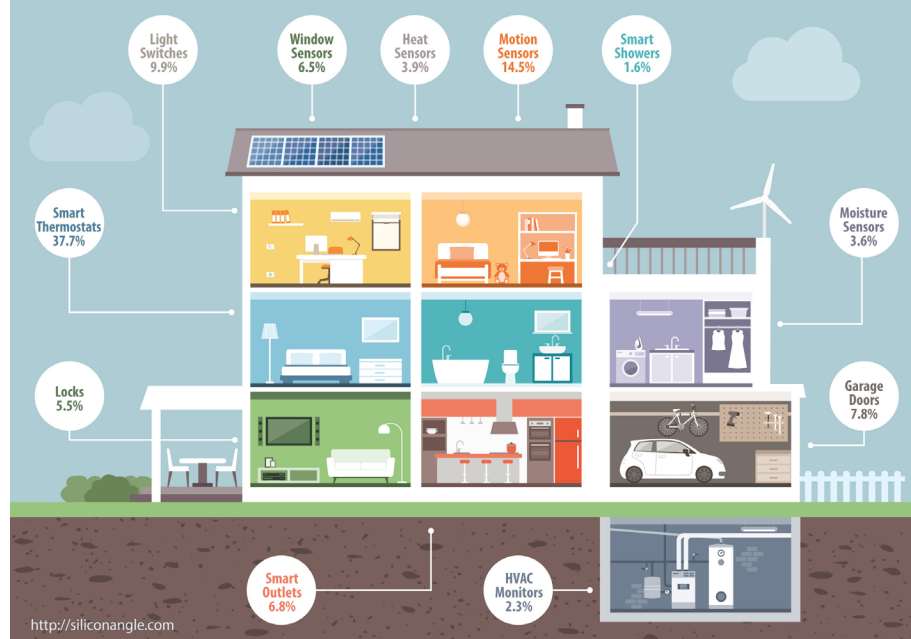
"Retail sales in 2017 are expected to rise 3.9%, slightly above the growth rate in 2016."

[www.kiplinger.com](http://www.kiplinger.com)

## Special Report: Is It Time for Smart Home?

Customers are becoming increasingly familiar with smart home products and how they can make their homes safer, more comfortable, and more secure. 80-million smart home devices were shipped worldwide in 2016, a 64% increase over 2015, according to a survey from IHS Markit. It's a good time to consider selling smart home products if you haven't already. It's not just high earning, tech-savvy Millennials who are interested in these products. A survey for Coldwell Banker reports, "40% of those over 65 who own smart home products currently have smart temperature products, compared to only 25 percent of Millennials (ages 18 to 34)." Households earning \$50k to \$75k, as well as those earning \$75k to \$100k, are adopting smart home devices at almost identical rates, 26% and 27% respectively. These same

### The National Smart Home Survey's Most Popular Devices



numbers hold true for college grads as well as people with some college.

There are lots of products out there to consider. Do your customers a favor. Limit their choices. Pick a group of items, or a system, designed to work well together. Doing the homework for your customer will limit the "paralysis by analysis" that often occurs when too many options are presented at one time. Display your collection of smart home

items as a group rather than spreading them around the store with their conventional counterparts. This will make it easier to show not only how these devices work, but how they work with each other.

As voice assistants like Amazon Echo, Google Home, and Apple's Siri increasingly integrate with smart home devices, the technology will become easier to use and even more attractive to consumers.

*By George Maginnis*

## When Coworkers Collide

When coworkers aren't getting along, the entire workplace is affected. Unresolved conflict raises the level of tension to the point where it has a negative impact on employee morale and lowers productivity. The success of any small business will be influenced by the ability of managers to keep conflicts under control. The three steps below will serve as a blueprint to help you diffuse a situation and get things back on an even keel.

### **Talk to the parties involved**

Listen to all sides and understand the nature of their concerns. Ask questions to give yourself a clear understanding of the issue at the heart of the struggle. Do your best to remain impartial.

### **Gather them together**

Once you've heard all sides of the conflict, schedule a time to bring the parties involved together for a discussion. The



aim is to help the individuals involved arrive at a solution together. Bring your own insights and help those involved drill down and get at the root of the problem.

### **Arrive at a solution**

Talk it out. Work through the details and find a way to resolve the issue to the satisfaction of everyone involved, if possible. It may be that the final resolution isn't 100% agreeable to all parties. Hopefully, there will be enough give-and-take all around to make a palatable solution for all.

All conflict isn't necessarily bad. Sometimes it arises when two or more people are working for the good of the company, but coming at solving a problem from different directions. If neglected or handled poorly, conflict makes the work environment an unpleasant place for everyone. By dealing with conflict quickly, you'll be able to exercise your leadership role and show concern for those involved by helping them to arrive at a workable solution.

*By George Maginnis*

## Executive Perspective: Your Data is the Heartbeat of Your Business

*2011 Symantec Survey: Only 23% of small to medium businesses back up their data daily.*

In just the first few months of 2017 three customers have experienced hard drive failures with no backup on hand. We feel the pain those stores went through. In today's technology-driven world, most of us will personally encounter this at some point or another.

Unfortunately, there is no "heart rate monitor" to warn of imminent fire, flood, theft, equipment failure or the other forms of data loss. Here at Paladin we live by that old Scout motto, "Be prepared." With that in mind, **please make daily backups of your data!**

We have always recommended creating an end-of-day data backup to a DVD or USB thumb drive, which can then be taken off-site. Doing so at the end of every business day ensures your customer info, sales records, inventory data and the like are protected should the unthinkable happen. Step-by-step instruction can be found on the Paladin Help Portal by simply searching for: "Best Practices: Backing up data."



**Mike Williamson**  
General Manager

Sometimes being prepared is easier said than done and we understand how busy you are running your business, so we've provided several simple tools and products to automate the process.

First, **Microsoft Windows** can be set up to perform nightly backups to a second terminal. Our second solution, **Paladin's Data Replication**, is an excellent way to back up your data in real time to an in-store failover server.

Lastly, and for the ultimate protection, **DataWise™** automatically backs up your data after hours to Paladin's in-house data center every night, lightening your daily responsibilities and allowing Paladin Data technicians to verify that you have a

successful backup. Regardless of which method you choose, we recommend that you at the very least manually back up your data once a month.

Whether you choose to do your own backups or use one of our products, we implore you to please make backing up a habit. Be prepared and, should disaster strike, we'll be able to have you up and running again in no time.

# Are Gift Cards Good for Business?

Gift card sales continue to grow year after year. In October of 2015, The National Retail Foundation reported gift cards were the most requested gift of the holiday season for the last nine years in a row.

Obviously, customers like them, but do they benefit retailers? Let's look at just a couple of statistics.

**72% of customers will spend, on average, 20% more than the face value of the card\***

A gift card in the hands of a consumer may be worth more than its face value to the retailer. Gift card users are more likely to buy a higher priced item and more likely to purchase add-on options.



**90% of gift cards are used within 60 days\*\***

Once a gift card is sold, it guarantees traffic into your store when the recipient cashes in the card. This is a great opportunity to get a new customer or reconnect with an old one. In either case, you have a shot at upselling or add-on sales.

## How Do I Get in On This?

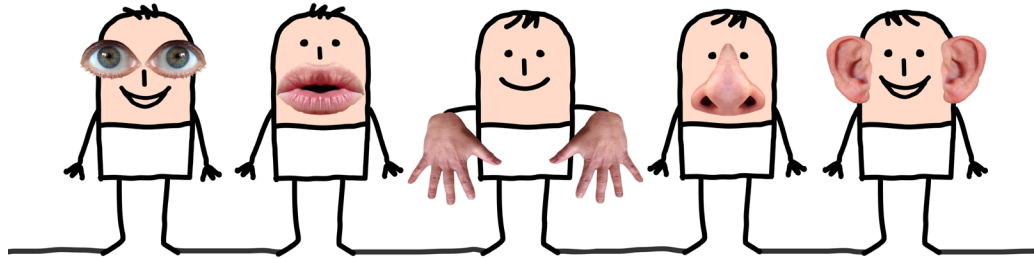
Most Paladin users who process credit cards through Vantiv can sell and redeem gift cards. Vantiv's Merchant Gift Card Designer allows you to design your gift cards with your logo and a text message. Contact your Vantiv representative today to find out how to get started.

*By George Maginnis*

*\*National Retail Federation survey*

*\*\*Gift Card Statistics: [giftcards.com](http://giftcards.com)*

# Appealing to the Five Senses is No Nonsense



By appealing to the five senses, you shape the impression your customers have of your business and your brand. Many brick-and-mortar retailers have flourished by employing the senses to create a unique experience for their customers.

**Sight** – This might be the most important sense to appeal to and perhaps the easiest. A clean, uncluttered, well organized store makes a good first impression. Is the store laid out in a way that's inviting to the customer?

**Hearing** – If you play music in your store make sure it's a good fit for your brand and the customers. Keep loud noises that might alarm customers to a minimum.

**Touch** – People need to know what an item feels like. Packaging for textiles is often designed to give people a chance to touch an item without unboxing it. For tools, cell phones, cameras, etc., customers need to hold an item to see if it's a good fit or to

check the weight.

**Taste** – Depending on your business, this one might prove more difficult. At the minimum, consider handing out food or treats during special events. A coffee/tea station is simple and economical to maintain. It will give some customers a reason to come back or linger in your store longer than they might have otherwise.

**Smell** – This is the sense that is most likely to trigger memories and emotions from the past. Unique or comforting aromas instill a sense of calm and contentment. If that isn't possible, at least keep strong or offensive odors to a minimum.

Appealing to the senses is one more way to separate yourself from internet retailers by making the shopping experience more engaging, pleasant, and memorable.

*By George Maginnis*

## Business of Excellence

**Company:** Weist Hardware

**Owners:** Audrey Weist and JoLynn Weist Mascaro

**Location:** New Cumberland, PA

**Years in Business:** 25

Audrey Weist purchased the town's shuttered hardware store after her husband passed away in 1992. Since then, Audrey and her daughter, JoLynn Weist Mascaro, have run Weist Hardware, offering small engine repair, glass cutting, screen repair and a full paint department, along with an impressive selection of hardware and home improvement products. JoLynn spends much of her time marketing the store's goods and services to New Cumberland's 8000 residents. She knows her customers have more buying options than ever, making this work extremely important. To help get the word out, JoLynn uses a loyalty program that sends text messages about sales and special events directly to customers' cell phone. The program even targets individual customers by sending a birthday greeting and a coupon to use on their next visit. While JoLynn has only been using this innovative approach for a few months, she has already seen some benefits. The store's Facebook page also helps her stay in touch with her community. JoLynn believes she'll need to continually experiment with different methods to keep her message in front of the public as online shopping continues to grow.

### Best Advice:

"Keep trying different things. There's no single answer. Today's solution might not be the right solution tomorrow."

*By George Maginnis*



# Paladin Tech Buzz



## Digital Signage: A More Effective Message

From wall displays to shelf tags, digital signage is becoming a cost-effective alternative to conventional printed signage. It's no wonder. The cost of flat panel displays, and the tiny computers that run them, have continued to become more affordable as the technology matures. Digital signage allows retailers to add motion to on-screen graphics, and even sound, to attract attention and influence customer decision-making. Digital signage offers some distinct advantages over printed signage:

- **More Sales** – Research by Intel found digital signage to be 400% more effective than static (printed) signs.
- **Cost Effective** – Once a promotion or event has passed, printed signs generally need to be thrown away. The cost savings with digital signage goes well beyond the cost of printing. The labor required to post signs and pull them down is eliminated. Changes to large overhead signage can be made with feet on the ground. Digital shelf tags eliminate the need to print and manually replace shelf tags before a sale, and replace them a second time after the promo ends.
- **Flexibility** – Update the message on digital signage as often as needed. Lower the sale price of perishable goods for quick sale or to remain ahead of your competition. If you don't think the message is getting the expected attention, change it. Try switching background colors to make your message stand out more or animate it.
- **Improve your image** – Digital signage projects a clean, modern image of your business which sets you apart from your competition and increases customer loyalty.



If you consider yourself tech-savvy, it is possible to take the do-it-yourself approach by purchasing the appropriate hardware and software needed to create and display your own content. An internet search will help you locate a variety of free digital signage software to help you build and publish content for your own signs.

If you prefer someone else work out the technical details, several companies have entered the digital signage market offering a variety of screen sizes and mounting hardware needed to place screens on store shelves, walls, end caps, etc. These companies will also provide the software needed to create the content for the displays in your store and show you how to make it all work. Many companies provide templates to help you get off on the right foot and give your signs a professional look. Whether you are trying to boost the sale of specific products, raise customer awareness about upcoming events, or give shoppers something to watch as they wait in the checkout line, digital signage can do the job. Digital signage has proven to be a cost-effective alternative to conventional signage that provides flexibility, speed, convenience, and a more dynamic way to influence customer buying decisions.

By George Maginnis

## Upcoming Events

Paladin will be attending the following events. To arrange a visit, please email us at [sales@paladinpointofsale.com](mailto:sales@paladinpointofsale.com)

### Wallace Spring Market - FREE USER MEETING

April 11-13 | Pigeon Forge, TN

### House-Hasson Spring Market

June 15-17 | Sevierville, TN

### Paladin User Meeting

April 20-21 | Bend, OR

This is your opportunity to learn from our retail experts, and other Paladin users! Join us for training, discussions, and a social dinner at the Riverhouse Hotel. [Register today!](#)



## Get Connected:



We love to connect. Join us online by clicking the above links. Subscribe to our blog for more valuable tips and strategies at [blog.paladinpos.com](http://blog.paladinpos.com). Check us out at [paladinpointofsale.com](http://paladinpointofsale.com)

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