

Spring 2015

Paladin Think **POSitive** Newsletter

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► 8 WAYS TO SUCCEED IN RETAIL

When it comes to succeeding in 21st-century retail, there are more options than any store owner could possibly implement, many of which require huge sums of money. But many times, success relies on building relationships, not spending money to buy them. Try these 8 ways to boost your success in the new era of retailing.

1. Clean Your Store

Have you ever asked to use a public bathroom only to discover that it hasn't been cleaned since the Stone Age? It's an immediate turnoff and makes you wonder what else the employees neglect. A clean (or unclean) store is the very first impression a customer has the moment they step inside. If the dressing rooms are overflowing with clothing or the cash register is buried under an inch of dust, it makes customers feel uneasy and prompts them to leave sooner. Keep your store neat, tidy, and clean. You'll have happy, money-spending customers.

2. Show Your Personality

What is unique about your store? How about its personality? Are you a store that specializes in sports goods? If so, then decorating in sports souvenirs, signed footballs and baseballs, and old-timey stadium signs will reflect your store's personality. Get creative. Your store has a personality. Make it your goal to find it and make it shine.

3. Stock Your Shelves

If a store is left with nothing but bare shelves, a customer is going to keep on walking, feeling uninterested and dissatisfied. Give your customers plenty of options to keep them coming back for more. Remember, while variety in stock is necessary, you shouldn't make inventory investments just to fill space. Track which items sell best, and which ones are slow moving. Adjust your stock accordingly to gain the best return on your investment.

Paladin's Market Driven Inventory Management™ Solution

Keeping your shelves stocked is an important task, and often requires many hours of work. What if you could manage your inventory with your point of sale system? Inventory management systems in most point of sale programs are simply a computerized version of managing stock by hand. Paladin Point of Sale is different. We use a massive amount of data to calculate suggested reorder quantities that will keep just enough stock on-hand for every item to meet any reasonable demand and give you the maximum ROI. Our calculations have been refined and tested over the past 35+ years to create the best system for automated, market driven inventory management in the industry. Interested? Let us know by giving us a call at 800-725-2346.

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4. Hire the Right People

When you interview prospective employees, try to find people who fit well with your store. Your employees are the face of your company, and if they are unhelpful or rude, it can ruin a customer's experience with your store in mere seconds. A positive personality is a must in any workplace. A pessimistic, downcast worker won't provide great customer service. Ask creative questions like these for a better understanding of personalities and to make a more informed decision about who's joining your team.

- What motivates you at work?
- What do you think your daily challenges will be while working here?
- What are you truly passionate about?
- What did you dislike about your last job?
- How do you deal with stress?

5. Practice Great Customer Service

This goes back to hiring the right people. If an employee is angry about having to work, he doesn't have to say a word—it's written all over his face. Choosing positive, happy employees results in better customer service. When your employees practice great customer service, they benefit your store by:

- Developing relationships with your customers
- Creating customer loyalty
- Promoting word-of-mouth publicity
- Drawing in new customers

6. Prevent Theft

Theft needs to be monitored and prevented. With modern adaptations like electronic coupons, mobile gift cards, and online purchases, thievery is adapting. Paladin Point of Sale suggests various ways to discourage new methods of theft in your store.

- **Video surveillance:** With the Watcher Total Protection video surveillance system, you may search video based on a detail of the sale. No longer must you stream forward and backward, hoping to catch a specific event.
- **Employee permissions:** Within Paladin Point of Sale, you have the ability to limit employees' access to certain data.

- **Antivirus protection:** Paladin's managed antivirus does all the work for you. Protect your system from harmful viruses with a Paladin technician to set up and monitor your antivirus for you.

If you have further questions, feel free to call us at 800-725-2346.

7. Know Your Competition

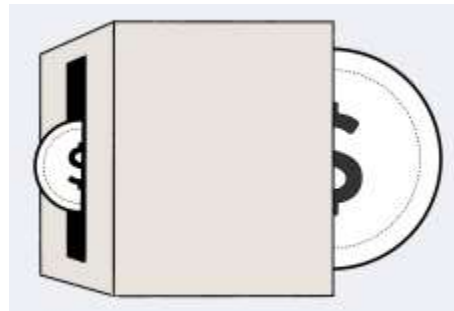
Getting to know your competition is a popular suggestion, but knowing is only the first step. Visit your competitor's store. Analyze their product assortment. Take note of their customer service, window displays, and store packaging. What did they do that worked for them? What aren't they doing that could work for your store? When you know your competition, you know how to strategize. By keeping an eye on other stores, you gain valuable insight. This knowledge starts with spotting effective window and counter displays, replicating customer service ideas, and noting which impressions stay with customers.

8. Involve Your Community

So many missed opportunities fly right on by when it comes to community outreach. How do you involve your community? Plan an event like an open house with snacks and freebies. Have a Night on the Town with other stores in your area. Offer a workshop on how to build something—a great opportunity for hardware stores. When you involve your community, you're setting the tone that you care about the customer and want to get to know them and their needs.

Succeed in the 21st Century

When you reach out to your customers and develop relationships with them, success will come naturally. Visit paladinpos.com and subscribe to our blog for more tips on how to succeed in 21st century retail.



► COUNTER DISPLAY SUCCESS IN 5 STEPS

"A great counter display, as part of your overall visual merchandising strategy, can interrupt [your customers] and get them to buy."

- Bob Phibbs, The Retail Doctor

There are a number of ways to make more sales with counter displays. An effective display persuades your customers to pick up just one more thing before paying.

Cater to your customers, and they will reward you with extra purchases. When you create your display, keep these things in mind:

1. **Display one item.** Your customer has reached the end of their shopping trip and doesn't want to be overwhelmed by another aisle of choices. Impulse buys aren't "which one," but "yes or no." Keep their decisions quick and easy by showing off a single item.
2. **Display an inexpensive item.** Ten to twenty dollars is a good range for a display item. The low-priced big sellers are easier to buy without adding a significant number to the receipt. Many customers will tack on a few dollars to their receipts without over thinking it.
3. **Display a sign.** Your sign should do the selling for you—this is effective with seven words or fewer. The best signs offer a personal connection to your customer. If you're a hardware store, use compact measuring tape with a sign that says, "Buy one for good measure!" Get creative, clever, and humorous—this is an excellent personal touch.

Getting Started

Interested in getting started? Here are a few steps to catch your customers' attention and build up your ROI.

1. **Put your display on your counter, front and center.** It can be by the cash register, and it should be easy to see and easy to grab.
2. **Make your display visually appealing.** Pinterest is the perfect place for inspiration. What are your store's colors? Work with that. Your display should show your store's personality.

3. **Choose the right product.** If you're a hardware store, it would be strange for your display items to be shoe laces. Try small tools instead, or a hot selling item. For a store that sells kitchen products, display magnets, small packages of dip, or cookbooks.
4. **Use an item that's a good seller,** not one that you haven't been able to sell for months. Your product should be an easy sell.
5. **Brevity is your friend.** Most customers don't want to hear a long-winded sales pitch. Let the sign do the talking for you.

Quick Tips

Creating the best display for your store takes practice, so don't get frustrated if it isn't perfect. Use simplicity as your decorator to help your item stand out!

Here are a few quick tips for creating your display:

1. **Sell to a universal crowd.** The more customers your item appeals to, the more purchases will be made.
2. **Set up a display with the help of a creative employee.** Involving your staff allows them to contribute to the business, and they will enjoy the chance to help you grow. Let the creativity fly!
3. **Change your display every week or two** to keep it interesting. Your customers will ignore it once it becomes a regular addition to your checkout area.
4. **Use full-priced items for better ROI.**

Increase Your Sales

Prompt extra purchases by providing helpful displays for your customers. Now get out there, have some fun with your project, and sell!

"If just 10% of your customers add a \$10 item to their ticket, your ROI will be huge."

- Bob Phibbs, The Retail Doctor

► UPCOMING EVENTS

Wheatbelt Summer Market

June 8-10 | Kansas City, Missouri

United Hardware Spring Market*

June 11-14 | Minneapolis, Minnesota

House-Hasson Summer Dealer Market*

June 19-20 | Sevierville, Tennessee

Cardinal RBC*

July 22-25 | Las Vegas, Nevada

McKesson Idea Share

July 24-27 | San Diego, California

** Paladin will be attending. To arrange a visit while we're in town, please email us at sales@paladinpos.com.*

Our Paladin User Meeting was a big success! A huge thank you to everyone who attended. Be on the lookout for information about our next user meeting.

► CONNECT WITH PALADIN

Have you checked out Paladin's blog yet? It's regularly updated with new and upcoming Paladin POS features, valuable tips to improve efficiency and save money, and helpful strategies to increase profits. You can subscribe to the blog to receive updates in your email inbox — just head over to blog.paladinpos.com to take a look.

If you use facebook, Twitter, Google+ or LinkedIn, we'd love to have you join us! You can also check out our YouTube channel with videos from customers and Paladin staff. Go to paladinpos.com and click the links in the lower right corner, or click the links below to connect.



► 2014: YEAR IN REVIEW

Paladin customers have had a successful 2014, which means we have too! Here's what we've been up to.

Growth

We've outgrown our facility, and we've expanded into our new corporate facility: 20,000 square feet, 2.4 acres, and plenty of parking. We've had a huge increase in the number of licenses going live with our software this year, and we're hiring many more Paladin team members. We've expanded our production of training and instructional videos and have implemented a technical blog site. We're excited about these changes and look forward to another year of growth.

New Software

Life is simpler when we make good use of technology in business, and this is what we've been working on:

- **Managed Antivirus:** Paladin's Managed Antivirus keeps your store safe. Receive computer security and virus protection without managing the software yourself—our certified anti-virus technicians do all the work so you can stay focused on your customers.
- **Upcoming Mobile²Deliver™:** Hello, paperless! When making deliveries, drivers can check invoices, accept signatures, and attach pictures and notes—without shuffling through papers. Any changes made in the field are automatically updated in the store. Keep an eye out for Mobile²Deliver and other Paladin Mobile² capabilities.

Customer Success

It's no surprise that Paladin loves its customers. In fact, you're why we're here. We work hard to continue providing a powerfully simple point of sale system that allows you to spend less time in front of the computer and more time where it really matters: with your customers. When you succeed, we succeed.

Microsoft Partner
Gold Independent Software Vendor (ISV)


NRHA
vendorpartner
North American Retail Hardware Association