

# POINT OF VIEW

Powerfully Simple Point of Sale



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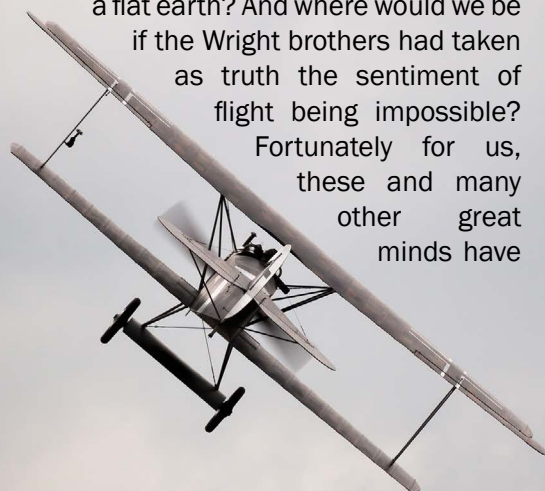
## TURBO TIP

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid."

Albert Einstein

## Soaring to Success with Intelligent Ignorance

"The customer is always right; Employees must follow protocol at all times..." You can probably add many other revered business rules. But can established norms be more limiting than lucrative? What if Columbus had simply accepted the prevailing notion of a flat earth? And where would we be if the Wright brothers had taken as truth the sentiment of flight being impossible?



Fortunately for us, these and many other great minds have

demonstrated *intelligent ignorance* - the ability to focus on a goal while being ignorant of the impossible. Belief without limits is a powerful force in the ever-progressing retail arena. Make room for intelligent ignorance and watch the innovative, fresh ideas take flight. Encourage inventive problem solving with frequent, open-minded employee brainstorming meetings. Identify tried and true techniques that have stopped working and toss around the crazy and "impossible." Seek suggestions from those with no industry knowledge - sometimes fresh eyes have the clearest vision. Then, modify these ideas until you reach your goal. Eliminating paradigms will maximize potential brilliance and bring new opportunities to your business. Who knows what greatness lies just ahead. The sky of success is wide open!

By Leticia Stryker

## Hiring: Where Have all the Good Ones Gone?

The currently improving economic climate also is generating a job-seekers market. While beneficial in the big picture, this can create difficulty in finding good employees. Here are some tips:

**Incentivize Existing Employees**  
Encourage them to promote the job opening (i.e. on social media) by offering a bonus if their candidate is hired and passes the three-month mark.

**Be Open to the Inexperienced**  
Instead of looking for great backgrounds, look for great people. Willingness to learn

and work hard trumps field familiarity every time.

### Contact Relevant Organizations

Reach out to trade groups, the local college and the like. You'll better your odds by fishing in the lake rather than the swimming pool.

### Steal from the Competition

If your moral compass allows this route, you can quickly find ready-made skill sets.

### Be Prepared to Scout

Be on the lookout everywhere you go: events you attend with your spouse, the gym, church or your local coffee stop.



### Sell Your Cultural Experience

Highlight the non-monetary perks of working for your company. After all, there really is more to life than money.

The good ones are still out there; you might just have to turn over different rocks than you're accustomed to.

By Leticia Stryker



# Guide and Conquer... The Art of UpSelling

Upselling is a quick, easy way to fortify profits, and your employees are the front line troops to make it happen. Teach them how!

## Knowing Your Audience

You don't have to be a psychology major to read the people around you. Train your employees to be aware of customer body language and facial expressions. Are they closed off or open? Do they appear disinterested or engaged? With a bit of common sense, intuition and basic training, your employees can pinpoint tell-tale signs.

## Knowing Your Product

The salesperson needs to understand

the highlights of each product in order to know what to suggest and answer any questions. The upsell is usually a very brief interaction, so prepare your staff to give quick, confident responses.

## Creating Opportunities

Striking up conversations and asking open-ended questions is a great way to create an opportunity to make suggestions. Employees need to be able to identify the right time to engage.

## The Overall Interaction

- Listen to the customer's wants and needs.
- Make well-timed, educated suggestions.

- Portray confidence, pride, and enthusiasm in the product.
- Be friendly, not pushy.
- Keep the upsell to one or two products.
- Don't get discouraged by the answer "no".

## The Employee and the Trainer

Keep your eyes and ears open. Guide employees to draw on the personality traits that you hired them for! Show them what you expect by doing mock sales. With practice, they will develop their own spiel and approach, becoming upselling masters.

By Sam Waters

## Executive Perspective:

# Are You Overlooking this Key to Business Success

With the everyday demands of running a store, it can be easy to overlook one of the most important factors in retail success—a *positive customer experience*. When you don't pay attention to the customer, you can lose their business. Fortunately, a good experience is not hard to create. Here are some ways to make it happen.

**Helpful employees create happy customers.** Do your employees greet customers with a friendly hello and offer to help? When your employees engage customers with a good attitude, take time to answer all their questions, and help them find items, you inspire customer loyalty.

**New and interesting items are intriguing.** It's human nature to be curious. When you test the latest products in your store, you appeal to customers' curiosity, and may discover new products that sell.

**Inventory levels that meet customer needs are essential.** If you are out of an item that a customer wants to buy, they will likely take their business elsewhere. To prevent this from happening, implement an inventory management system that prevents



**Dan Nesmith**  
President

unnecessary outs without investing in too much inventory.

**A quick checkout gives a good feeling.** No one likes to wait – especially your customer. A fast and efficient checkout process, with a trustworthy and secure credit card system, will keep them coming back.

**Rewards are a smart business decision.** Do you have a rewards program that encourages customers to return to your store? Do you keep a customer database and offer special or secret sales to frequent shoppers? When you repay shoppers for their business, you foster long-term relationships and build new ones.

**Personal connection matters.** Store owners and managers often focus on running the business and can forget the power of personal interaction. When you take time to talk to customers, they feel appreciated—and you see your business from their point of view.

You've worked hard to build your business—make sure your customers feel it. Act on a few of these tips, and you'll experience perpetual customer loyalty and continued business success.



# Best Practices: Moving to Windows 10

*Paladin Point of Sale General Release 9737 is the last release supporting the Windows XP and Windows Vista operating systems. When the next General Release is installed, some or all of the Paladin Point of Sale software may no longer work on PCs that are running Windows XP/Vista. It is in your best interest to run a newer Windows version. By continuing to use older Windows operating systems, you expose yourself to significant security vulnerabilities and limited functionality. Additionally, Paladin Point of Sale can now utilize the advanced features of newer Windows versions.*

Windows 10 has arrived, bringing along some exciting new features:

- Familiarity with the Start menu, task bar, and desktop.
- Always-enabled updates keep you current on features and security.
- The new browser, Microsoft Edge allows you to write and type directly on webpages.
- See all your open tasks in one view and create virtual desktops to gain more space and group apps by type.
- Cortana, your digital assistant, works across your devices and learns over time to be more personal and useful.
- Built-in apps use OneDrive to sync seamlessly across your devices.
- Most secure Windows ever built.

For more information or to purchase call Paladin at 800.725.2346

## Business of Excellence

**Company:** Russell's Pharmacy

**Owner:** John Gallizzi

**Location:** Detroit, MI

**Years in Business:** 31

Russell's Pharmacy of Detroit, Michigan, is uniquely located in a multi-use office building amid a neighborhood surrounding.

Setting them apart from traditional pharmacies, Russell's Pharmacy also serves as a convenience store for the building's office personnel.

For John, the best part of his day is when he interacts with customers and patients. When asked about changes he has seen in the industry, he points to, "Keeping up with the insurance companies... Every year you think you have a handle on things, then they come out with something new and you are right back to where you started."

To control expenses and ensure the health of the pharmacy's bottom line, John works with the landlord to keep overhead costs in check.

An additional strategy of retail success that John employs is the use of technology to streamline business processes.

### Best Advice:

"Make sure you are getting what you really want out of your point of sale software. Paladin does that for me. It is a good value for the money and they stay on top of the software development. In a changing industry like pharmacy, that is a great thing."

By Jenny Cooper

## Reading Customer Body Language Increases Sales

Present in every human interaction, body language provides a view to what's below the surface. Learning to consciously read your customers' body language can significantly impact sales. While not an exact science, the sum of signals is a powerful indicator of what your customer is thinking and is a great guide for timing your persuasions. Here are some basics to get you started:

**Eyes** - Widening eyes and dilating pupils show interest and appeal, while eye rubbing can warn of disbelief, tiredness or boredom. Frequent blinking indicates feelings of excitement or pressure.

**Mouth** - Biting lips, grinding teeth and nail biting display feelings of tension. Pursued lips can signal either thoughtfulness or impatience.

**Head** - Nods, even tiny ones, show agreement. Tilting the head upright and forward in the speaker's direction demonstrates a positive reaction.

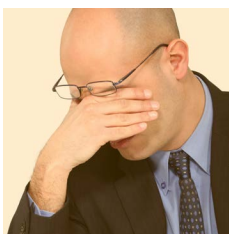
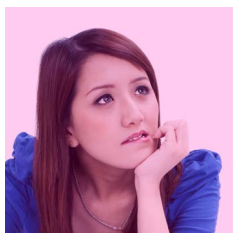
**Arms** - Arms crossed over chest indicate disagreement or reluctance, while arms behind the body with hands clasped display confidence and authority.

**Hands** - Palms open or upward show openness. Likewise, steepled hands with opposing fingertips touching signal thoughtfulness and looking for connection. A hand tugging or pulling at the ear manifests indecision, while stroking the chin is evidence of thinking. Hands on the hips indicate readiness.

**Legs and Feet** - Legs and feet tend to point in the direction of interest. Uncrossed legs display openness, while legs crossed in the figure "4" (see image) exhibit resistance and stubbornness.

Take some time to observe the people around you, and train yourself to be more aware of these tell-tale cues.

By Leticia Stryker



**PALADIN**<sup>TM</sup>  
DATA CORPORATION

# Paladin Tech Buzz



"A brand for a company is like a reputation for a person." - Jeff Bezos

## The Big Deal of Branding

Branding is not a single component. It is a story... the tale of your offerings and relationships, your culture and values. In this new world of price-matching, customers are still willing to pay for the consumer experience. Your branding tells them what you have to offer and why they should come through your front door.

## Marked for Success - Logos

Take everything your business represents, condense it into a single element that instantly speaks to the subconscious... and poof... you have a logo. However, if you don't have a magic logo wand, you'll need to put some effort into producing this single most visible mark of identity.

## Principles of Portrayal

Every element of a logo design sends a message. What does your current logo say about you? Here are some factors to consider:

- Color is powerfully tied to emotion. Envision yellow, and words like happy and friendly likely come to mind, whereas blue may evoke serenity and reliability. Green elicits growth and prosperity; red shows strength and passion.
- Font choice characterizes many qualities. Serif fonts (with decorative lines on the ends) are serious and traditional. Sans Serif fonts are modern and clean. Script is elegant and creative.
- Logo shape reflects many traits. Straight lines and angles show stability and balance, while circles and curves suggest unity and youthfulness. Swoops depict movement and progression, just as geometric shapes demonstrate organization and structure.
- Recognizability and memorability are achieved by setting yourself apart with a truly unique and notable look.
- Visibility is important when using your logo on everything from business cards to billboards. It should be perceptible in any size.
- Adaptability comes from keeping your logo clean and simple. Can it be reduced to a single color (i.e. entirely filled with black) if needed? Will it work well on shirts or hats? Websites? Both light and dark colored backgrounds? Remember, less is more.
- Timelessness and universality will save you from future headaches. While logos can be refined over time, trendiness can be a hassle. Also, ensuring your logo lends itself to universal perception will allow you to widen your marketing reach.

Your logo is the anchor of your brand and it is vital that it correctly tells your story. Therefore, it's worth doing right. In support of our customers' success, Paladin proudly offers a new business tool to polish your branding, including custom logo design. Call 800.725.2346 to find out more about Paladin BizBrand™.

By Leticia Stryker



## Upcoming Events

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

### House-Hasson Summer Dealer Market

June 16-18 | Sevierville, TN

### United Fall and Winter Market - FREE USER MEETING

June 17-19 | Minneapolis, MN

### Cardinal Health Market

July 21-23 | Chicago, IL

### World and Main Fall Market

July 28-30 | Houston, TX

### Ace Fall Market - FREE USER MEETING (tentative)

Aug 18-20 | Chicago, IL

### Orgill Fall Market - FREE USER MEETING

August 25-27 | Las Vegas, NV



## Get Connected:



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