

Winter 2014/2015

Paladin Think **POSitive** Newsletter

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► 10 TIPS TO GAIN AND KEEP CUSTOMERS



Here's an age-old question: How do I gain customers and keep them? We've all thought about this long and hard. The answers are simpler than you might think! Try these 10 tips for keeping your current customers loyal while attracting new ones.

1. Speak their language.

A customer's favorite word is "free". While giving your product out

for free might not be the best idea economically, offering a free estimate, free review, or free phone consultation is a genius idea. Try using these eye-grabbing words in your marketing or on signs to get customers' attention: free, new, instantly, save, proven, and guarantee.

2. Surprise them.

Starbucks keeps customers for many different reasons, but one is their giving attitude toward their customers. For

example, if the barista makes an extra drink, instead of throwing it out, he offers it to the next customer in line. That kind of generosity immediately brings a smile to the coffee-lover's face and keeps them coming back. Bonus: it prompts them to tweet about it, thereby giving Starbucks free publicity.

3. Slow down.

Nobody likes to be rushed—especially not your customers. Take time with them to learn what their needs are so you can meet them — and exceed them. When a customer says he needs a new tool set, talk to him and find out why, what kind, who it's for. Learning more about your customer takes time, but it's well worth it. When a company works hard to deliver quality over speed, they're more likely to care about their customers and keep them.

4. Reward them.

A loyalty program is one of the best ways to keep customers coming in for more. Whether you're selling cupcakes, clothing, or hardware, the loyalty card gives customers an incentive to buy more. The most interesting rewards are where customers reach a certain amount and get a freebie! To learn more about offering an incentive program, try Paladin's Rich Rewards program.

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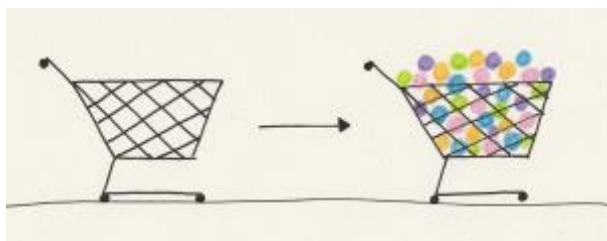
5. Get old-fashioned.

Sure, it's easier to just send an email, but what if you stepped it up a notch and sent your loyal customers a thank-you note? That goes a long way! It's unexpected, and it's a memorable gesture. Slip business card in and perhaps something promotional, like a magnet. Make sure they are handwritten, proofread, and sent promptly after a significant purchase.

6. Be prepared.

Have a "Goof Kit" to send to customers if you make a mistake. Was there a misunderstanding with customer service? An unsatisfied client? It's easy to think that losing one person will be fine. It's scarier to think of what a dissatisfied customer will tell others.

It's important to learn how to bring customers back if you lose them. Your "Goof Kit" could include a freebie, a handwritten apology note, and a promotional item. Be honest, be authentic, and admit the problem. Let them know you care.



7. Eliminate the hassles.

Domino's perfected online ordering by eliminating the "inconvenience" of making a call to order a pizza. Now, pizza buyers can customize their pizza, track its creation and delivery, and even leave notes of encouragement for their pizza makers. Not only did this fun experience bring in more customers, it kept them. Make a list of your potential hassles and solve them in fun or interesting ways.

8. Survey.

How are you supposed to know what's working and what isn't if you don't ask? Keep your surveys short and practical. Sign up for KwikSurveys, SurveyMonkey, or SurveyGizmo. If your customers aren't computer-driven,

print out a survey and leave it near the cash register. Offer a prize or discount in return for the best surveys. Incentives will help you receive feedback.

9. Offer a referral discount.

Banks love to offer money to their current customers if they refer a friend who actually sets up a bank account. Giving \$25 to an already-loyal customer is cheaper than advertising—plus, it brings in more customers. Think of a referral program you could use for your company to keep your customers loyal and bring in more.

10. Revamp. Rebrand. Rethink.

Technology changes every day, and it's imperative to stay up-to-date. Does your website need to be revamped? Does your ad copy represent your brand to its full potential? Do you keep your social media sites updated? Take a hard look at your company on the web and see where you can make it better. Be objective: as a customer, how does the content (website, social media, written copy) solve her problems? Can your customer find the product or answer they're looking for? It's always a good idea to analyze and rethink the available resources.

These are just a few ideas that will help you improve your customer service. Remember, the better you are at keeping existing customers happy, the less you have to work at attracting new ones. Happy customers will do that for you.

► **WINDOWS 8 CERTIFICATION**



Microsoft has upgraded its classification of Paladin POS from Compatible with Windows 8 to **Certified for Windows 8**. While most users are running other versions of the Windows operating system, this new certification recognizes Paladin POS as a technologically advanced and secure software solution.

In today's high-risk world, Paladin POS continues to bring new value to your business every month. Thank you for your continued support.

► PALADIN MOBILE²™

Paladin development is pleased to announce the completion of Phase One of Paladin Mobile², the next generation of mobile device integration. Its revolutionary and robust user management and control system is managed through Paladin's cloud-based connection broker, so you don't have to expose your store to the risks of a wi-fi connection.

Our products work with all internet-enabled devices, and there is no limit to the number of mobile devices that can connect to your sales terminal. We understand the demands placed on busy checkout lanes, and we have designed our system to be both reliable and instantaneous. We're certain you'll be impressed with the simplicity, reliability, and operational speed provided by Paladin Mobile².

Phase One: Available now

Features in Phase One, available now, include:



- **Paladin Mobile²Access™** store performance & inventory lookup with multi-store perspective
- **Paladin Mobile²Deliver™** system, including signature capture at point of delivery, photo of delivered goods attached to invoice, automatic accounting update with returned/unaccepted product, automatic email to customer with delivery schedule changes, automatic email of

updated invoices reflecting delivered items, delivery scheduling/management system

- **Paladin Mobile²Checkout™** in-the-field quoting (for on-the-road salespeople) and mobile device checkout (for material yards, nurseries, and roaming customer sales staff)
- **Paladin Mobile²Customer™** for access to customer information, including accounts receivable and statements



Paladin Mobile²Show™ wireless monitors for invoicing (e.g., monitors for customers to view)



Paladin Mobile²Sign™ mobile customer signature (at checkout or through a drive-up window)

Phase Two: Expected in the next few months

Phase Two, currently in development and expected to be released in the next few months, will include the following mobile device features:

- **Paladin Mobile²Pickup™** for yard/pickup orders

Phase Three: Mid-2015

Phase Three, expected in mid-2015, will allow your customers to use their mobile devices to:

- Access their accounts receivable information, invoice history and past statements
- Make payments through their **Paladin Mobile²** connection to your store
- Search for inventory items and write quotes for your approval
- Make online purchases
- Place inventory items on hold

We are confident that Paladin Mobile² will enhance your customers' shopping experience and will further contribute to the growth and success of your business. Watch for upcoming release notes to keep up to date on the completion of new features available to stores.



Powerfully Simple Point of Sale

► SPECIAL: \$591 OFF RF TERMINAL

Paladin is pleased to announce the introduction of a new model of our popular RF Handheld Terminal System at a special price through February.

Now with Bluetooth, this low cost, easy-to-use interactive terminal uses radio waves to communicate with Paladin POS. With up to a 3.3 mile range, one base can cover most any location in your store and the RF unit will scan from up to 15 inches away. This new model features double the standard battery life with an extra lithium ion battery in the handle, a 15-line backlit LCD display, and customizable voice and display prompts.

The complete kit includes terminal with handle, 2 Li-ion batteries with charger, base station, power supply, cable, and data coupler. These systems will arrive at your store pre-programmed and set up for Paladin POS.

Normally \$2440, we are selling these new models for just \$1849 through February 28, 2015, saving you \$591. Use code RFKITD at checkout to receive this special price.



► 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.



► UPCOMING EVENTS

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

Wheatbelt Spring Market

February 2-4 | Kansas City, Missouri

Orgill Spring Market

February 19-21 | Orlando, Florida

Emery Waterhouse Spring Market

March 13-14 | Providence, Rhode Island

ACE Hardware Spring Market*

March 18-20 | Las Vegas, Nevada

Wallace Spring Market

April 8-10 | Pigeon Forge, Tennessee

Paladin User Meeting

April 23-24 | Bend, Oregon

** We will be hosting a Paladin User Meeting at the ACE Hardware Spring Market on March 19. Please contact us at sales@paladinpos.com for details.*

Microsoft Partner

Gold Independent Software Vendor (ISV)

