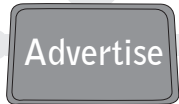


6 Marketing

Your product has value, but do your potential customers know about it? Every small business struggles with the question of *how to promote*. If you don't have enough capital to hire a marketer, there are usually 3 ways to start advertising. Simply ask non-competitive retailers for advice, benchmark your competition, and take chances. But the most important thing to remember is *measuring your advertising dollars by finding out how your customers heard of you*.

The amount of dollars spent on ineffective advertising is staggering because many businesses use a "shoot from the hip approach" by just throwing their money into Medias without knowing if they're working. By taking a moment to *ask your customer "How did you find us"* and entering that information into a POS system, you'll generate real numbers to analyze where your money is spent effectively.



7 Lack of customer knowledge

What are your customers looking for? "Friendly" service, affordability and quality are often the first replies many people come up with. Could you then explain how the airlines stay in business? Please don't misunderstand; it's just that *many retailers confuse "friendly" service with customer service*. Of course employees should be friendly because you want your customers to come back, but finding your customer's need is the true formula of success. Another point to remember, *customers will pay more if they feel they're receiving value*.

In general, do people buy gasoline from Jack's Auto Shop that is 5 vron or Texaco because they can buy snacks and use clean restrooms?



Remember to always think as a consumer because we all have needs and businesses all have an answer get our money. Perceived value is true customer service!

With POS, it's possible to ask your customers what they want while you store that information into your system.



Imagine if you knew what type buying habits your repeat customers have. Mailing a husband a reminder of your products or services 2 weeks before his anniversary or the wife's birthday would be providing a useful service to him. Directing him to items within his price range on your website would be providing a solution to him.

8 Flexibility

Triumphant retailers may not embrace change, but they realize the need to adapt to the evolving ways of our society.



Ask yourself, *are you selling the same products today as you were last year?* They might be similar but I'm willing to bet you've added and removed product from your shelves. Are the assets in your store the same now as what retail stores had when you were a kid? All retailers must find the right assets, inventory and employees so that customers will come back to ensure they'll stay in business. *Your current strategies might be wrong, are you willing to change them?*

It took Apple years to realize their strategy was wrong and it nearly eliminated them from the market while practically handing the world to Microsoft. *Opening your mind to change will create many difficult questions, but the answers may save you before it's too late.*

9

Procrastinating



Putting off problems will only double your workload for tomorrow. Paper-work, bills, legalities and maintenance are issues retailers face every day. Would you believe someone would put off earning more money if given the chance? Probably not. Then one must

ask, "Why would a business owner neglect problems in their business which subtract from earnings or opportunities for improvement?" It's because we're human and we procrastinate decisions which pile up on our desks and eventually make problem solving overwhelming. *The winners in life take care of the issues before they become a mess.*

If you're putting off investments or changes that will increase the productivity and ease of operations, you're only making your life more difficult.

- Point-of-Sale technology simplifies inventory management as well as other tasks, giving you more time to concentrate on those looming projects.

10

Lack of planning for success

These 10 areas are not intended to be in order of importance, but it could be said that the lack of vision, goals, and implementation of a business plan encompasses the all of the stated examples and is the primary reason for business failure.

Although it is possible for a retailer to survive without a business plan, operations are much harder to control and measure. Every business should know where, how and when to advertise as well as how much to spend.

Have you ever wondered why **Burger King** advertises only on selected TV stations at certain times of the day? The most successful retailer knows exactly what their operation is and exactly how they want their product and service to be perceived



We've used Burger King Trade Mark

by clients. K-Mart doesn't try and tell their customer that they're Nordstroms, nor does Eddie Bauer attempt to sell pastries. It's surprising how many owners have a difficult time establishing what type of business they own, "Should I add an espresso stand to my shoe shop?"

" A POS system will not develop a business plan for you, but a POS system should be regarded as an integral part of your business plan. "

The retailers that will survive longer than 5 years know how to build their business for long lasting success. *A POS solution is one of the first elements they'll choose as a tool to erect the perfect retail store.*

Now, you have enough reasons to use POS, so why not give it a try to using **Cell.0** which is gives you the best solution for your retail business.

First-class Business Software



With the right POS software you could...

- Increase profits by \$10,000... \$25,000... \$75,000 or more!
- Lower inventory costs by 5% to 40%
- Improve customer service
- Automate tedious tasks and maximize efficiency
- Simplify the management aspects of your retail business
- Improve the efficiency of your business by at least 20%

" It's Goal is breaking barriers between people and technology. "

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