

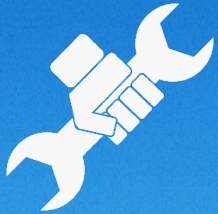


Sales Operating System



Introduction:

In today's world the retail market is very competitive and business owners need to have the necessary tools handy to give them a competitive edge.



For a business owner their POS system is like their side kick. Just like all sidekicks, if you don't have the right one it won't be beneficial for you or your business. Your POS system needs to lessen your work load and should not add to it. It should help you increase your sales, develop customer loyalty and be able to grow with your business.

User Friendly

Increase Sales

Lessen Daily Work

Develop Customer Loyalty

Shopping for a new POS system can be difficult and time consuming. Good news! We've made the decision process a whole lot simpler by compiling a list of ten questions that you should ask before purchasing a new POS.

1. Does the POS manage inventory?
2. What customer tools does the POS have?
3. Can you use the POS on a mobile device?
4. Is training and support available?
5. Do you have access to reports and product analysis?
6. Does the POS have tools to help your staff?
7. Can the POS create gift cards?
8. Does the POS have a customer CRM?
9. Is the information in the POS secure?
10. Does the POS have a rewards program?



1. How does the POS manage inventory?

Inventory is an essential part of a retail business. Without inventory there would be nothing to sell. It is very important for a retail shop to know exactly how much inventory they have on hand.



What to look for?

- ★ What is in stock in each Store.
- ★ What is in stock Company wide.
- ★ Reports of Products Sold.
- ★ Inventory Alerts.
- ★ Ability to reorder with ease.



2. What Customer tools does the POS system have?

Companies build customer loyalty through customer satisfaction. There are different ways to build customer satisfaction including a mobile register so customers don't have to wait in line, rewards programs, etc

What to look for?

- ★ Mobile support to process transactions anywhere in the store
- ★ Ability to look up out of stock inventory in other locations
- ★ Related products suggestion
- ★ Automatic reminder to add a customer into the CRM from the point of sale
- ★ Ability to add notes to the customer or transaction from the point of sale



3. Can you use the POS on a mobile device?

The POS needs to be compatible with mobile devices to make it more convenient for your employees; either for doing inventory tasks or ringing your customers in line or fastening the check-out process, the chosen POS should adapt to mobile devices.

What to look for?

- ★ The ability for customers to check out on a mobile device
- ★ Easy access to information in the system on a wireless device
- ★ Fasten the check-out process



4. Is training and support available?

You can purchase a beautiful new system but if you don't know how to use its features then it's worthless. Also, getting all your items and information uploaded into a new system can sometimes feel a little overwhelming. The right POS company will be there with you every step of the way.

What to look for?

- ★ The POS company helps with initial set up
- ★ There are several ways to be able to communicate issues, by phone, email and live chat
- ★ Different types of training material including tutorial videos, live help, online help



5. Do you have access to reports and product analysis?

Some items in your store may sell more than others. It is important to be able to tell which products are selling and which aren't.

What to look for?

- ★ The ability to pull reports that clearly show profits
- ★ The ability to customize reports
- ★ The ability to pull product reports to see which items are selling and which aren't



6. Does the POS have tools to help your staff?

Your employees being able to navigate the POS with ease is very important. A good POS shouldn't take up too much of your employees' time when they are using it. Also, a good POS would help you organize your staff's information and help create their schedules.

What to look for?

- ★ Clock in/clock out function
- ★ A Log Monitor tool so you can easily determine who made any changes to the system
- ★ Different security levels for employees depending on their position
- ★ Employee scheduling tool
- ★ The ability to easily provide the employees' schedules through email or text message



7. Can the POS create gift cards?

Gift cards are not only convenient for the customer but it also creates the possibility of generating new business. The person receiving the gift card may have never been to your store before but are going to check out your business because of the gift card. They might decide that they like shopping at your store and continue to shop there even after using the gift card.

What to look for?

- ★ The ability to create personalized gift card for the store
- ★ The ability to see who purchased the gift card and for whom it was purchased
- ★ The ability to see the amount left on the gift card and the original amount by simply scanning it



8. Does the POS have a customer CRM?

A customer CRM is very important for any company, especially one that is looking to grow. With a customer CRM you are able to have your customers' information with the touch of a button.

What to look for?

- ★ The ability to store customers' information
- ★ The ability to write notes about the customer
- ★ The ability to pull reports on the customers in your system
- ★ The ability to see the amount left on the gift card and the original amount by simply scanning it

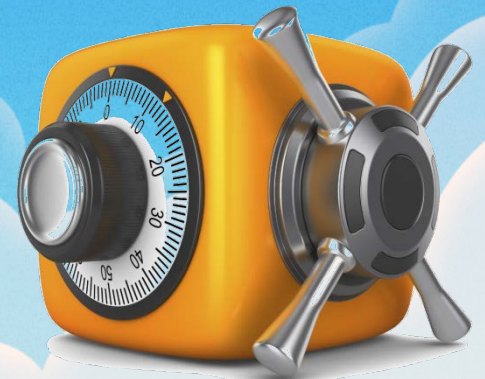


9. Is the information in the POS secure?

All of your company's sensitive information will be in the POS so you want to make sure it is secure.

What to look for?

- ★ Security notifications
- ★ The ability to write notes about the customer
- ★ The ability to see what changes have been made to the system by the minute
- ★ Different security levels depending on employee position



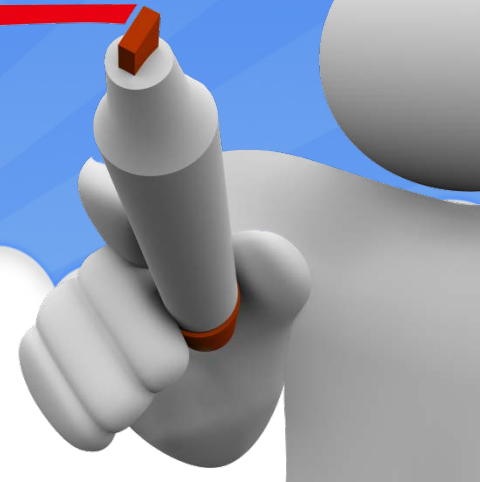
10. Does the POS have a loyalty program?

With so much competition these days it is very important to have something to help create customer loyalty. Customers are always looking for a way to cut cost. Giving your customers a discount based on their loyalty will help keep your customers coming back to you.

What to look for?

- ★ A built in loyalty system
- ★ The ability to pull up the customer's reward status at the point of sale

**HOW TO KEEP THE
CUSTOMER!**



Conclusion

With so much competition these days it is very important to have something to help create customer loyalty. Customers are always looking for a way to cut cost. Giving your customers a discount based on their loyalty will help keep your customers coming back to you.



All businesses have the ability to grow and succeed; they just need the right tools. One of the most important tools that a business owner can have is the right POS.

The right POS can help lighten the load that a business owner has. The right POS will help manage your inventory, make your employees' lives a lot simpler, and generate custom reports and analysis that will help give you insight into your business and profits, and much more. The right POS will always be there for you to help you run your business.

These ten questions should help get you through the process of purchasing a new POS.

About Profit SOS...

At Profit SOS we've built a system that will help get you and your business off the ground and continue to thrive. Having a clear insight into your company is important and the Profit SOS gives you this insight by integrating the point of sale, inventory management, customer management and reports together to make your job easier.