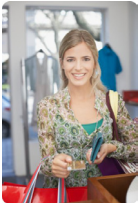


It's Time to Maximize the Customer

by Rick Segel



OK, it's true. We are in a recession, but understand the end is in sight. The reason why I say that the end is in sight is because of a term that is often used in the financial community when a market truly hits bottom. It's called "Total Capitulation". It's when we just give up and stop believing that things will ever get better. When that happens we have started the road to recovery.

Now starting on the road to recovery doesn't mean we are out of the woods yet because we are not. An article in USA Today quoted Janet Hoffman, Accenture's global retail managing partner, saying, "Retailing must go back to its roots. Know the customer, and offer unique products or services." The customer today is reading from the right side of the menu. How smart a shopper you are is the new status symbol. We are now living in the era of "Celebrating Savings".

Yes, the hunt has begun for the customer and we better be prepared. Because new customers are going to be harder to attract than ever before, we need to MAXIMIZE EVERY CUSTOMER. I define MAXIMIZING EVERY CUSTOMER by getting the most out of every customer which means selling multiple items. It means suggesting more ideas/products than we ever had done it the past. It also means selling our promotional goods and our better merchandise as well. It means collecting as much data about the customer as possible. It means adding them to our data base with more than just an email address, with information that includes what they have the ability to buy from us, when are they most likely to buy, and how we are going to reach them. It also means employing the right people

who know how to MAXIMIZE NOT MINIMIZE. I am a sucker for any gadget for traveling. Every time I travel I always look for these mobile gadget stores and I also leave with spending at least \$50 to \$100. The store in the city I fly out of the most has this new employee. The problem I have with this employee is when I ask for something specifically, the answer is always NO. It's as if she is too lazy to look for something. She never makes a suggestion or highlights anything new.

The final incident that really set me off was when I asked for an adapter for my headset. She found them and asked how many would I like? I asked the price and she told me they were \$12.95 each.



I said I bought them from Verizon for \$3 or \$4. She then responded that they must be inferior. I told her that they worked great. That much of a price discrepancy usually indicates that the item was priced wrong. So I asked if she could just check the price. She refused telling me that was

the price. I said OK and walked out. I drove 5 miles down the road and went to a Verizon store where I bought 5 adaptors for \$1.45 each. See, instead of Maximizing the Customer, she Mini-mized the Customer.

The consumer is on the hunt for the best buy of the day and we, as business people, are in the hunt to convert the hunters into the hunted (in a nice way of course) and turn the lookers into buyers and buyers into loyal customers. It all starts with the attitude of MAXIMIZING EVERY CUSTOMER.

So tell me, how many customers have you Maximized today?

9 Tips for Retail Success

By Devlin Smith



Tip 1: Choose a location with high traffic and be aware of your surroundings.

Tip 2: Maintain a general theme and purpose when choosing merchandise.

Tip 3: Build a unique store by maintaining a theme among merchandise and decor throughout.

Tip 4: Keep up with local as well as national trends. Will they work in your market?

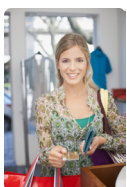
Tip 5: Hire people who are interested in your type of business.

Tip 6: Check all management applicants' references and require a resume.

Tip 7: Prevent loss by having a good point of sale system that will help you keep accurate inventory.

Tip 8: Have a specific place for sale items. Customers should be able to easily distinguish sale items from regular merchandise.

Tip 9: Customers are good as gold and should be treated as such. Treat your customers with respect and always go the extra mile for them.



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Take advantage of excellent product demonstrations, on the spot retail consultations, and exciting show specials! **Contact Laura** at **800-513-5917 ext. 124** or by email at **laurag@retailtechnologyexperts.com** to set up an appointment today!

New Emergency Support Hours

In order to better serve our customers, RTE has **extended its emergency support hours**. Regular support hours are Monday through Friday, 9:00 AM-6:00 PM EST. Emergency Support Hours are now as follows:

Monday - Friday: 6:00 PM - 12:00 AM EST
Weekends and Holidays: 10:00 AM - 9:00 PM EST

Emergency support is **provided at no additional cost** with all of our support contracts. If you have any questions regarding support, please contact Marisol at 800-513-5917 ext. 132 or by email at marisol@retailtechnologyexperts.com.

Meet the Staff at Retail Technology Experts

Marisol Cifuentes Customer Service Coordinator



Marisol Cifuentes has been part of the Retail Technology Experts team since July 2008. Marisol brings with her over eight years of experience handling customer service and is an essential part of the RTE customer support team. She provides assistance to the

technical team as well as helps our customers with any needs that they may have. Marisol's main focus is making sure that our customer's enjoy a superior level of customer service ensuring their complete satisfaction.

In her spare time, Marisol enjoys spending time with her son. She is an avid football fan and her favorite activities include fishing and boating.

Contact Marisol

Phone: 1-800-513-5917 ext. 132
 Email: MarisolC@RetailTechnologyExperts.com



Product Spotlight

Creating Purchase Orders for Special Items

After the Special Order has been saved, find the "SO" and click edit.

- You will see the SO selling Miscellaneous Item number one
- Click on "Choose/Edit Items" on the side menu
- Click on "Style View," "Form," "New"
- Create the actual item that was sold
- Enter DCS, Vendor Code, REF, Description, DOC cost, DOC price, INVN price, order cost and in the grid enter the quantity sold.
- You must enter the INVN Price and Order Cost in order for these values to be sent to the PO.
- If you need to add color to the item, edit the grid using the little red target on the top left of the grid.
- Save the new item, then click ok to go back to the sales order.
- You will see both item one and the new real SKU assigned to the SO.
- Delete Misc. Item one from the SO.
- Save the SO.
- Click on generate PO on the side menu.
- The system will tell you the PO number used on the PO to it created.
- The PO will be an exact copy of the SO.
- To view the PO, click on view PO on side menu.
- When you do a receiveing voucher against the PO, the system will warn you that there is an SO associated with the Items being received. This will allow you to know not to sell this item to someone else.



Product Spotlight

Departments and Categories - Part 2

Modifying an existing department or category

1. On the Database menu in Store Operations Manager, click Departments & Categories.
2. Select the department or category that you want to modify, and then click Properties.
3. Make changes as desired, and then click OK.

Deleting a department or category

When you delete a department or category, the items within the group are not deleted. In the case of a deleted department, any categories in the department will be deleted, but the items within the department and its categories will no longer be assigned to a department or category. In the case of a deleted category, the items will remain in the department but will no longer be assigned to a category.

1. On the Database menu in Store Operations Manager, click Departments & Categories.
2. Select the department or category that you want to delete, and then click Delete. Note: If you want to delete a department, make sure no category is selected in the Categories list.

Ringing up items in specific departments or categories

1. In Store Operations POS, press F2: Lookup.
2. If needed, click Find to display the Find Items window.
3. In the Look for the phrase box, type the name or code of the department or category.
4. In the In the field(s) box, select the check box for Department Name, Department Code, Category, or Category Code, as appropriate, and then click Find Now. You can select more than one check box.
5. Select the item, and then click OK.

The Retail Legal Advisor

by: Michael Berger, Esq.



State Laws Addressing Identity Theft

In previous columns, I have addressed FACTA (the federal Fair and Accurate Credit Transaction Act), passed by Congress to help reduce identity theft. In addition to the requirements of FACTA, retailers also need to be aware of the state laws applicable in the states where they do business. Multi-state retailers in particular have a difficult task of keeping track of the various laws applicable to their store operations.

As an example, California retailers must be aware of the "Song-Beverly Credit Card Act" ("SBCCA") which was passed by the California legislature to protect consumers "from circumstances in which their personal and financial information may be jeopardized once in the hands of retailers."

The SBCCA prohibits a retail salesperson from requiring or requesting and then recording a customer's personal identification information during a credit card transaction. The maximum penalty for the first violation of the law is \$250, with a maximum penalty of \$1000 for every violation thereafter. Although several recent California decisions have somewhat narrowed the scope of the SBCCA, if you do business in California, please consult with local counsel to ensure that your point-of-sale practices are in compliance.

At least 23 other states have enacted laws similar to the SBCCA with the intention of protecting consumers from identity theft. Although Florida does not have a statute like the SBCCA, Florida Statute 501.0118 operates similar to FACTA and forbids a retailer from printing more than the last 5 digits of an account number or the card expiration date on the credit card receipt. The penalties for violating 501.0118 are a maximum of \$250 for the first offense and up to \$1000 for the second and subsequent offenses.

Florida retailers should also be aware of Florida Statute 832.075 which forbids any person from requiring "as a condition of acceptance of a check or share draft or as a means of identification, that the person presenting the check or share draft provide a credit card number or credit card expiration date." A Florida retailer taking a check, may request the payer to present a credit card as an "indicia of credit worthiness and financial responsibility" but may only record the type of credit card (e.g. Visa, Mastercard, Amex) and the issuer (e.g. Bank of America). Recording a credit card number or expiration date in such a transaction is a non-criminal violation punishable in the same manner as for a violation of 501.0118.

The bottom line is that retailers in all states should check with their legal counsel to ensure that they are complying with the various state (and federal) laws that may be applicable to their store operations.

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Customer Success Story

Lehigh Safety Shoes



Surviving eight decades of boom and bust national economies, waves of low-priced imports, mega-customers' price pressures, a buyout and highly leveraged family repurchase, and ever-changing boot and shoe fashions, Lehigh Safety Shoes is the 21st century heir to the legacy of a shoe company founded by two brothers during the Great Depression. Parent company Rocky Brands, Inc. acquired Lehigh in 2005 and made it the retail channel for safety and athletic shoes and a wide line of occupational clothing.

Lehigh's sales trucks can visit a different type of customer every day, and must have an inventory system capable of flexing to each day's inventory needs.

"Including points of sale at customer plants, we have to track inventory in 200 locations," says David Sharp, Rocky Brands President and Chief Operating Officer. "The antiquated IT system we acquired with Lehigh couldn't manage mobile sales tax issues or handle innovative new business flexibilities we needed."

Drivers would restock at stores, but visibility stopped there, putting costly merchandise at risk and daunting plans to incentivize drivers. According to Dabek, IT Manager, "We had a lot of disparate moving parts in IT—PCs, notebooks, mainframes—which meant lots of data transmission and hand-offs. That meant constant reconciliations that ate up hours for finance, IT, and database staff."

Dabek says, "To growing in our highly competitive industry, we needed one proven off-the-shelf solution to heal many pains. It had to bend with our dynamic parameters of cost, marketing methods, even fashion. We asked other companies, then attended Microsoft CIO summits. Investigation showed our chainwide solution should be Microsoft's long-term view of retail and the versatile technology inside Microsoft Dynamics® Retail Management System (RMS)."

"We interviewed several providers, then found Retail Technology Experts. They understood our multi-point sales problems with all their ramifications, then designed the appropriate solution. They stayed with us through our growing pains and our initially scarce internal resources. Now they give us good, honest partnership with open discussion of the challenges to all parties."

RETAIL OPTIMIZER

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