

Does Your Website Make the Register Ring?

by Rick Segel



The vast majority of websites created for businesses don't work! Well, maybe they work technically but they don't pull their share the way a fixture, a sign, a display, or salespeople pull their weight in contributing to making the cash register ring. This happens because businesses don't know what the web can do or cannot do for them. However, there are a variety of successful business models that work. Let's first describe some successful e-commerce models.

Idea #1 Use email marketing, text messaging, and even blogging to keep in touch with your customers. After all business today is about building relationships with your customers. Out of site out of mind.

Idea #2 Alignment. Does your website look and feel like your business? It should. Customers do their homework. If your website looks bad, then you probably have no shot of having that customer walk through your front door. But if your site is good and your store reinforces the look, image, and feel that your website delivered, the chance of that customer buying your products increases exponentially, even with high ticket items.

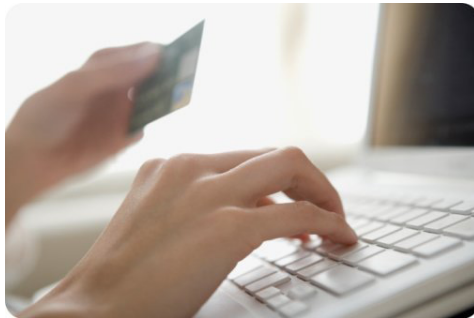
Idea #3 Interactive Tools. Do you have any fun or interesting tools such as a jeweler who has a tool to create your own ring?

Idea #4 Contact Information. This is so simple,

yet so important. Make sure your contact information is on every page.

Idea #5 Position yourself as the Expert. This is the sweet spot in retailing today. There are margins here. We pay extra when we buy from a place we trust. We trust expertise. If you want some great models and ideas about creating expertise status, check out Amazon or Blue Nile. They are the source for information. Teach your customers, make them better consumers and watch what happens.

Idea #6 Selling from Your Website. No you don't have to sell from a website but there are two simple alternatives. Stores have an impression that you have to put all of your products online. NO. Start with 2 or 3 items that the manufacturer/supplier can drop ship for you. That means you don't even have to get involved with the packing and shipping. More vendors are jumping



on the opportunity here because it's a win/ win for everybody. There is another option and that is being part of an affiliate program. There are over a million different affiliate programs today but if you are not aware of the potential of an affiliate program, let me explain. For example, if you allow Amazon to go onto your site with books you select, (it can be as little as 4 or 5 books of benefit to your readers) and someone purchases a book, Amazon will send you a commission of at least 6 or 7%.

These are just a few ideas that can turn your website into a cash register ringing machine.

11 Secrets of Extraordinary Customer Service



By Rick Segel

Number 1: Thank your customer for coming in.

Number 2: Know and use your customer's name.

Number 3: Anticipate what someone wants .

Number 4: Give each customer unique service.

Step 5: Let them like you! When your customer comes in and sees smiling faces, when the sales staff is friendly and chatty, it all adds up to a warm, likeable atmosphere.

Step 6: Meet and exceed customer expectations.

Step 7: Reach your customers on an emotional level.

Step 8: Remember that signage is great service as it helps your customers find the store or merchandise easily.

Step 9: Keep in touch with your customers.

Step 10: Educate your customers.

Step 11: Focus on store layout and organization.



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Meet the Staff at Retail Technology Experts

Leila G. De Peralta
Receptionist



Leila G. De Peralta has been a member of the Retail Technology Experts team since September 2008. An essential part of the customer support team, Leila is the first point of contact for RTE customers. She attends to each customer answering their general questions or

logging in their support cases.

Leila enjoys being a part of an effective support team as well as helping callers in a timely manner. She believes her role is crucial to delivering outstanding customer service and support.

Leila is currently working towards her Bachelor of Science degree at Florida International University. In her spare time, she enjoys reading, cooking, and spending time with family.

Contact Leila

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Product Spotlight



Product Spotlight

Gift Certificates in Retail Pro

Selling a Gift Certificate

- From Receipts Screen, go straight to "Tender"
- First enter in "Undefined" the value of the gift certificate as a negative: Example - \$100 gift certificate, type "-100" and click on "Gift"
- Retail Pro will open a new "Undefined" value showing how much the customer has to pay.
- Finish transaction as you normally would (i.e. cash, credit card, etc.)
- Press F12 to print receipt and update the transaction



Redeeming a Gift Certificate

- List customer and items being purchased on the receipt
- Go to "Tender"
- In "Undefined," type amount of gift certificate and click "Gift"
- If value of gift certificate is more than what is being purchased, Retail Pro will show difference as "Overtendered;" click on "Tender Type;" you will use this to "Refund" this difference (i.e. cash, credit card, etc.)
- If value of gift certificate is less than what is being purchased, Retail Pro will show difference as "Undefined;" define how customer will pay for the difference, tendering as you normally would
- Press F12 to print receipt and update the transaction

Departments and Categories - Part 1

Microsoft Dynamics Retail Management System (RMS) can help you organize your inventory. With items assigned to the departments and categories that make sense for your store, cashiers can ring up sales faster, and you can streamline your purchasing, physical inventory counting, reporting, and more.

To create a department and its categories

1. On the Database menu in Store Operations Manager, click Departments & Categories.
2. Under the Departments list, click New, and then type a unique name and code for the department.
3. For each category that you want to create in the new department, click the New button under the Categories list, and then type a unique name and code for the category.
4. When you are done creating departments and categories, click Close.

To create a category in an existing department

1. On the Database menu, click Departments & Categories.
2. Select the department where you want to create the new category.
3. Click the New button under the Categories box, add information about the category, and then click OK.

To assign an item to a department and category

1. On the Database menu in Store Operations Manager, click Items.
2. Select the item that you want to modify, and then click Properties.
3. Next to the Department box, click the magnifying glass, select the department you want the item to be in, and then click OK.
4. If you want to assign this item to a category, click the magnifying glass next to the Category box, select the category, and then click OK.
5. Click OK to save the item.

The Retail Legal Advisor



by: Michael Berger, Esq.

Price Maintenance Agreements—May Now Be Enforceable

Manufacturers have historically utilized many methods in order to control prices charged for their products by retailers. One method used is a resale price maintenance agreement, which is an agreement between the manufacturer and retailer establishing minimum prices the retailer may charge to consumers. Such agreements have been per se invalid under federal anti-trust law in accordance with a US Supreme Court decision from 1911.

Last year however, the US Supreme Court (in a 5-4 decision) reversed the 96-year old decision and held that resale price maintenance agreements are not per se invalid under federal anti-trust law. The Court held that such agreements will be reviewed on a "rule of reason" (reasonableness) standard which will require courts to consider both the procompetitive and anticompetitive aspects of any such agreement.

Although resale price maintenance agreements are no longer invalid per se under federal law, many states have also held such agreements as per se invalid under their states' antitrust laws. It remains to be seen whether these states will follow the US Supreme Court.

Please also note that under prior US Supreme Court decisions, that:

- 1) manufacturers can announce suggested retail prices and refuse to deal with retailers who refuse to follow them; and
- 2) manufacturers have been able to influence retail prices through minimum advertised price and other similar programs.

If one of your suppliers requests that you sign a retail price maintenance agreement or other agreement relating to the prices you may charge, please consult with your legal counsel.

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Feature Enhancements for DOLLARS ON THE NET®



With a New Year comes a New Look for DOLLARS ON THE NET. Shift4 is introducing a new logo as part of an overall brand update that took place in early 2008. Shift4 customers will slowly be noticing a few minor features and enhancements to the DOLLARS ON THE NET service.

The following is a list of a few changes that you will notice within DOLLARS ON THE NET:

- New Banner Color and Logos
- New Account Number added to banner display for reference and quicker support
- Enhanced Help - Online and Printable Documentation for reference and quicker support
- New Invoice Number detection prior to duplicating a transaction while auditing
- New column in "View Transactions" screen which includes the Card Entry Method for easy compliance determination
- Enhancement of Shift4 internal notifications and tracking to better support our customers for Password Resets
- Improved logic to support a greater number of text based error/response codes from Payment Processors
- New reporting and features for IT'S YOUR CARD to include; Annual Activation Report, Package Reports and Package support for order fulfillment
- New 4GO Management and Configuration Screens

For more information on Shift 4 or the Dollars on the Net service, please contact us at 800-513-5917.



RETAIL OPTIMIZER

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