
BETTER THAN A CASH REGISTER

HOW POINT OF SALE SOFTWARE IS BETTER FOR A RETAIL BUSINESS THAN A CASH REGISTER.

Point of Sale software has overtaken cash registers as the best way to manage a retail business of any size.

While cash registers are cheaper to buy and cost less to run, they cost more in terms of mistakes, lost opportunities, theft and lack of business management control.

In short, cash registers are out of date and not relevant to today's retail landscape.

Hello, my name is Mark Fletcher. I own Tower Systems, an Australian company which develops Point of Sale software. I need to declare my bias against cash registers from the getgo.

In their day, cash registers served retailers well. They saved time, kept records and helped bring some management structure to the sales counter part of the business.

Now, we have better facilities available for a competitive price – even when you compare a cash register costing around \$500 to a full point of sale system.

Consider this, good point of sale software with all the brand-name hardware you could need to operate it should cost around \$50 a week or so to lease over four years.¹ For this \$50 a week you would have access to the following advantages over a cash register:

- Faster selling – scan everything you sell.
- More accurate selling – less keystrokes than a cash register. Every keystroke eliminated is a potential mistake eliminated.
- Better records of sales for customers. More easily answer questions than with a manual system.
- Know exactly what is selling.
 - Therefore, know what has been stolen.
 - It is easier to reorder – based on what you sold as opposed to gut feel.
 - Make better decisions once you know exactly what is sold.
 - You can move stock around because you know what to move around.
- Less theft.
 - If you know what customers are stealing you will adjust the business by moving at risk stock.
 - It is harder for employees to steal with a better stock and cash management.
 - It is easier and faster to track inwards stock and therefore less likely supplier driven shrinkage will be an issue.
 - You can stop customers asking for refunds for items they did not *buy* from you.
- Better customer service. Great employees can only be as good as the backup you provide them. Using good Point of Sale software you can easily at the counter...
 - Handle special orders.
 - Process lay-bys.
 - Track customer account payments.

- Let customers know if you have an item in stock.
- Let customers know when an item may come in stock.
- Process a refund – to your business rules.
- Sell electronic products.
- Process credit card payments – without needing a separate terminal.
- Keep suppliers honest. Suppliers often send reps to retailers to generate orders. If you are using a cash register, you rely on the rep to be honest. If you have Point of Sale software you can pump out an order to your requirements in seconds.
- Easier marketing of your business. How does a cash register help you market your retail business? It doesn't! Our Point of sale software, on the other hand, offers many marketing opportunities:
 - Coupons and ads on receipts.
 - Run your own loyalty program. It's easy!
 - Email, direct mail or text message your customers – our Point of Sale software manages and harvests your database for you.
 - Include marketing messages on customer statements.
 - Target market customers based on their purchase history.
- Easy business performance comparison. You are your most important competitor. See what you have done this week, this month or this year compared to the same period a year ago – by department or by category within each department. This simple report in seconds can help any retail business.
- Great management reporting. With more than 80 management reports, our Point of sale software can provide you in seconds with what a manual system would take hours if not days to produce.
- Peace of mind. Within the Point of sale software you are able to establish business rules. The software manages these rules for you and helps ensure that the rules are followed by your team. It's like having you there when you are not.
- Security. With a cash register your customers can pay out on refunds and do other things which you may not be happy about. Point of Sale software can block such behavior or at least require a certain level of password before the work can be done.

This list is just the start. Good Point of Sale software does considerably more than any cash register. It is up to you to judge if the benefits are worth the \$50 a week cost and the extra time involved in setting up the software.

Retail today is tough. Point of Sale software is an excellent tool which helps retailers be more competitive. It can easily pay for itself and significantly outperform what you would get from a cash register investment.

Tower Systems currently serves in excess of 2,500 independent retailers with its Point of Sale software. The company has offices around Australia and representation in New Zealand. It's software has been sold internationally in seven countries. You can find out more by calling a Tower Systems Account Manager: NSW/ACT: Nathan Morrison 0417 568 148; SA/VIC: Tim Batt 0403 189 379; QLD/NT: Luke La 0434 072 417; WA: Joe Bredice 0412 899 013.

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ⁱ Subject to prevailing interest rates.