The Wallace Haines Company

6922 Houston Road / Eaton Rapids, Michigan 48827-8501
info@wallacehaines.com/ 800-289-2976

Point of Sale, Sales Incentives, Sales Review and Sales Reporting Programs Keep Sales Traffic Running Smoothly

Point of Sale is like a busy intersection. Smooth traffic flow keeps everyone happy. People going to different places want their lanes (lines) to have the right of way so they get on their way--happily listening to music, reading or plugging in new computer games.

Customers come to Point-of-Sale (POS) stations for different reasons. Sales, of course. Returns, sometimes. Inquiries, often. Customers may also want to buy or redeem gift certificates, redeem promotional credits, buy and sell used CDS or books, accumulate sales credits for frequent-buyer incentives, claim items on reserve, or all of the above.

The Wallace Haines POS system is like a busy and friendly traffic cop. Smart. Capable. Smiling. Unflappable.

Sales action is not only at the cash register, but also behind the scenes where buyers pore over sales figures, sales trends, sales comparisons with, for example, the same period last year, inventory turns, best sellers reports, weekly and monthly sales spreadsheets and sales audits.

Sales programs point the way:

Point of Sale
Cash Register Setup
MidDay Reading
Totals from Cash Registers
Review of Cash Register Summaries
Gift Certificates. Store Credits, Promotional Coupons
Polling Cash Register Stations
Used Product Buying & Selling

Customer Courtesy Cards/ Frequent Buyer Credits
Enter/ Edit Customers
Assign discounts by subject
Print Card Mailing Labels

Flash Code Reporting

Sale Pricing
Assign Sale Prices
Establish timed Sales

Sales Reporting
Sales Comparison & Analysis
Sales & Gross Margin Trends
Hot & Cold Report
Sales & Inventory Status
'Design your own' Sales Report
Best Sellers
Good Sellers in Other Stores

Daily & Weekly Sales Review

Recommended Purchases with inter-store transfers

Cash Registers

❑ Cash registers work in either of two modes: online to a host computer or independently, as stand-alone devices. In on-line mode, the register talks directly to the server. In backup-mode, each register is a stand-alone device that sends data back to the main computer when it is polled.

❑ MidDay and End-of-Day Summaries report transactions for review and reconciliation. Daily audits report sales detail, time of sale, sales prices, markdowns and cost of sale.

❑ Sales 'Amalgams' recap daily sales by drawer for managers' review, audits and bookkeeping.

❑ Password security tracks sales, returns and credit transactions to salespersons. Customer Courtesy Card integration links sales to customers for discounting or sales credits. Customer entry and edit is on immediate call from the cash register. Voids, returns and discounts show on cash register screens and returns. Any customer can sell used music or books for either immediate cash, trade against other purchases or future credit. Customers redeem promotional coupons, store

credits, gift certificates and credits for used product through verified checks on outstanding credit balances.

❏ Cash registers assign secure transaction numbers to gift certificates, credits for used product trades and store credits.

Courtesy Cards/ Frequent Buyer Incentives

❏ Issue new courtesy cards through the cash register. Conduct pinpoint searches of your customer database to prevent duplicate entries. Record name, address and phone information only or enter additional information on customer interests. Attach brief notes.

❏ Scan in customer cards at time of sale to link sales with customers.

❏ Design your own 'reward' system for frequent buyers or sellers (of used product). Award discounts for cumulative purchases over a certain amount. Or honor 'Customer Courtesy Cards' for regular discounts. Reward frequent buyers with store credit. Or structure discounts or credits to apply to all purchases or just to purchases with certain interests, for example, members of the 'science fiction club' or 'local music releases' club.

❏ The customer courtesy card system is a flexible sales tool, with uses limited only by your imagination.

❏ Target follow-up mailings to courtesy card members. Announce new releases, special offers or store events.

Flash Codes

❏ Assign Flash codes to a title. Flash codes mark titles for specialized or exception reports.

Sales and Reporting

❏ Generate reports showing changes in sales value and sales margin.

❏ Measure the efficiency of inventory investments by relative contribution to sales and by inventory turns. Examine sales by distributor, label, publisher, subject or category-- however you decide to keep sales history.

❏ Identify 'Best Sellers' for internal review and public posting. Rank best sellers by store or company wide. Look for year-to-date best sellers or best sellers for the current period. Compare best sellers this period with last period's ranking.

❏ Design sales reports that sort and print to your specifications. Show sales quantities, sales dollars and sales profiles for the time period of interest. Restrict the report to big sellers. Print the report or generate an ASCII file for file transfer to another program or another computer.

❏ Compare sales this year with sales last year, or this month with last month.
Generate a $ales Profile by weeks or rolling four-week periods. Profiles display in neat spreadsheets for at-a-glance sales review and comparison.

❏ Send on-line notes to buyers and managers on stock suggestions, customer inquiries, and more.
Organize notes by title (via the 'Short List') or by Customer/Account.

For more information...

Buyers and managers review daily sales through the **Recommended Purchases Report**. See the packet on **Ordering and Receiving**. Buyers see daily sales, recent sales by week and by month, Year-to-Date sales and sales profiles together with on-hand and on-order information.

MusicSellers and BookSellers used the **Used Product Folio** to receive, edit, enter and convert titles to used/rare analogues. Used-product sellers receive credit toward future purchases directly through POS transactions. The cash register automatically calculates the cash equivalent of cash equivalent of extended credit.

For non-POS sales to other resellers, schools, corporations or government agencies, see the packet on **Distribution Sales**.

Frequent Buyer plans reward loyal, repeat customers with promotional coupons or special price reductions. See the packet piece on **Frequent Buyer Plans** for more information.

On-hand quantities change immediately with sales and returns. Any staff member who consults **Stock Item Inquiry** see stock reduction and last sales date as soon as POS transactions are complete. See the packet on **Inventory Tools** for a complete description of inventory management programs.

The Wallace Haines MusicSeller and BookSeller systems integrate sales, inventory management and reordering so that good sellers keep selling.