

6 Smart Ideas to Increase Retail Profits Using Your Point of Sale



1. Streamline how you spend your inventory dollars

A cutting-edge POS like Exatouch[®] streamlines your inventory so it's easy to keep tabs on stock counts and understand how your investments in inventory are performing.

2. Pull reports to gain valuable insight

Whether Memorial Day weekend is coming up or you're preparing for the rush of holiday shoppers, knowing how your retail location has performed historically can help you get ready for your busiest times.

3. Reposition your store to match customer need

What type of retail store do you consider your shop to be? While you may think of your business as one type of store, your sales may tell a different story.

4. Update your staff, partners, and shoppers

Exatouch can be automatically programmed to email your store's latest sales figures to business partners, key staff members, and others. And the system makes it easy to stay connected with your customers via email and text!

5. Keep money in your store

In any retail business where cash is in play, there's opportunity for theft. Exatouch's built-in reporting features allow you to assess how many voids, discounts, and refunds each employee is processing per shift.

6. Reward your best salespeople

POS reports help you identify top performers on your staff to recognize and reward their outstanding service. It may even be beneficial to have these salespeople train other employees on best practices and effective sales tactics.

With a smart POS system like Exatouch, there are unlimited ways to measure the success of your retail business—and countless insights that can help you build on that success! Learn more about how Exatouch can grow your store's bottom line.

Contact us for information and to schedule a complimentary demonstration.