

# POINT OF VIEW

*Powerfully Simple Point of Sale*



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## ≡ TURBO TIP

"The best advertising is done by satisfied customers"

Phillip Kotler

## Business Resolutions for 2018

### *How to make the year special*

By Brian Bullock

Business owners: If you're like 80% of Americans, statistics show your New Year's resolutions crashed about the second week of February. The good news is you can still make 2018 a defining year with a few common themes experts suggest, which center around focusing on people and technology.

Topping Forbes magazine's list of ways to make this year special is putting people first – customers, employees, vendors and neighbors. The magazine says that retailers have long focused on the 4Ps of marketing – Product, Price, Promotion and Placement. That strategy plays right into the hands of the top 1% of retailers like Amazon and Walmart, because that is where they beat small businesses. Adding "people" to the 4Ps model is where the rest of the retail world, the 99ers, can win.

Forbes and Shopify both say small businesses can benefit by supporting their communities. Joining the chamber of commerce, volunteering with local nonprofits, and just rubbing shoulders with people on



the sales floor personalizes your business and gives you a connection to customers that the top 1% of retailers can't match.

Millennial shoppers make up an increasing portion of retail clientele. Marketing magazine says they are interested in learning about a company, its people, products and processes, and are more likely to make a purchase when this information is available.

Getting tech savvy is a unanimous suggestion from experts on how small business owners can improve in 2018. This includes creating or optimizing your websites and social media presence, collecting and utilizing vital sales data, and automating and streamlining business processes. Paladin offers many products and dedicated experts to help businesses in

all these areas.

According to KPMG, 87% of millennials use more than two personal tech devices a day. This is driving more businesses to adopt mobile commerce and provide a seamless multi-channel experience. This statistic shows the importance of creating and optimizing mobile-friendly retail websites because many customers will find their way to your business via mobile phone searches and Google Maps.

Shopify recommends various ways to get tech savvy updating your website, collecting data, optimizing its use, and streamlining your business. Paladin's user-friendly point of sale solutions can help you make 2018 a defining year for your business by helping you manage all your web, sales and inventory data.

# The Color of Retail: Picking the Perfect Hues

By Brian Bullock

Choosing a color for your logo, product merchandising, or storefront is more important than just going with your favorite. Business owners need to consider a wide range of factors when it comes to picking the perfect hue.

According to the [Color Marketing Group](#), color can count for up to 85% of the reason a shopper buys one product over another. Separate research shows the proper use of color increases brand recognition by 80%.

Colors inspire emotional responses and knowing and using these responses is an effective marketing tool. So, when choosing colors for just about anything, it's a good idea to study the [Color Psychology](#). Its palate has more possibilities than a rainbow has colors. For example:

- Red is normally associated with "Stop" signs and traffic lights. However, it has proven to be very effective in triggering a "Go" response when used

on websites links. Bold red is used to attract the attention of consumers by companies like Coca Cola, Target, Canon and Toyota.

- Blue is the favorite color of both women and men, and conveys feelings of trust, reliability, honesty and loyalty. Hence, it is the choice of corporate giants Hewlett Packard, Ford, IBM, Walmart, and more.
- Most people don't like yellow, the third primary color, which means anyone looking to appeal to the masses should avoid it. However, companies like McDonald's, Best Buy, and even Ferrari use the cheery color.

Is your business trying to attract teenagers, middle-aged customers, or seniors? Younger people are inspired by bold colors, while older customers prefer more subdued shades.

Make sure you do some homework. Learn more at: <http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html>



## Executive Perspective: Integrating Marketing, Data Collection

Retail technology has come a long way in the past 30 years. What began as a means to simplify the repetitive, but vitally important tasks of recording sales, inventory and ordering, has evolved to include various aspects of marketing. More than ever, businesses need to integrate the technology of data collection and marketing to thrive.

Look at how much better weather forecasts have gotten. It used to be a surprise when a hurricane hit. If people knew a storm was coming, they didn't know the severity of it.

Now, not only do we know a hurricane is coming, but you can order a truckload of supplies and have them in stock before it hits. This information is powerful and retailers are now using it to get that extra horsepower.

Our customers are fortunate because they're selling necessities. When something is broken and you need a tube of glue to fix it, the quickest solution is your local hardware store. When you're sick and you need a prescription, you're going to go to a pharmacy.



**Mike Williamson**  
General Manager

Why not capitalize on that foot traffic and get customers to buy a few other items while they're in your store? Integrating marketing with your data collection helps you do this.

The data collected through sales records, rewards programs and inventory control helps you make additional sales through marketing and enhancing the in-store experience for customers. Every one of the digital lists you create is incredibly valuable data. Learning from it and using it to drive sales is a powerful and important marketing tool.

Paladin is passionate about small business retail and we see nothing but a bright future for the industry. Our software and technology allows you to automate your sales records and inventory control.

You can use that data, and the free time that automation creates, to go out and do what makes you more money, and that's rubbing shoulders with customers, marketing, and growing your business.

# Re-merchandising to Boost Sales

By Brian Bullock

"Re-merchandising" is rearranging a store so it has a fresh appearance. It's also used to highlight new or seasonal products, and to facilitate the sale of promotional or discounted items.

While many retail stores re-merchandise every 30 days or so, others haven't changed in 30 years. The reasons many business owners resist re-merchandising range from a lack of time and manpower, to sheer abhorrence to any kind of change. But retail experts say a store's look and feel grows tired after some years, which can cause customers to lose interest.

So, what exactly does re-merchandising entail? Dolphin Quest, a company that arranges vacation experiences and has several retail gift shops, offers the following explanation: "(Find) functional and cost-efficient ways to get your products noticed and moving. (Apply) different strategies and (watch) what appeals to your guest demographic."

Those strategies include grouping existing inventory by color, sizes and shapes, arranging it together at different levels, and using coordinated signage. Other traditional strategies include featuring inventory for specific holidays like Christmas, Valentine's Day, et cetera, and seasonal merchandising, which features display merchandise popular during the winter, spring, summer and fall.

While all of this may sound like a lot of work, [Retail Minded](#), a small business education newsletter, says it doesn't have to be. It suggests re-merchandising your store a little bit every day. A little bit of something every day makes a big impact. Customers enjoy the experience of something new. Your store responsibilities won't feel so overwhelming.

Whatever you chose to do, re-merchandising can help you move products and provide your customers an exciting new experience each time they enter your store.

## Robotic Technology Without R2D2

By Brian Bullock

Industrial robots have been around for over a half century, first getting their gears wet in the automobile industry when they were used for spot welding cars and trucks on ceaseless assembly lines. As technology improved, so has the ability and usability of the bots, and the retail industry is taking advantage.

Online retail giant Amazon currently utilizes more than 100,000 robots to scan barcodes in its massive warehouses. Last year, Walmart moved robots on to the sales floor, using them to scan shelves to find sold-out, missing or misplaced items. Paladin has been providing business owners, who might not want R2D2 roaming their aisles, this technology since the 1980s. Why wait until items are out of stock before re-ordering? Paladin marries its state-of-the-art retail software with barcode scanners to help small business owners monitor sales and control inventory better than retail megastores.

Retail point of sale systems allow you to customize your company's sales

data to improve inventory management, analyze sales and customer behavior, and broaden your store's appeal by uncovering buying trends. The systems can be used for a single store or a business with multiple locations.

By monitoring sales, you instantly know what's on the shelves, you are aware of your sales history and trends, and can customize your data.



## Business of Excellence

**Company:** Evergreen Way Ace Hardware

**Owner:** Judith Pyle

**Location:** Everett, WA

**Years in Business:** 8

Evergreen Way Ace Hardware is in Everett, Washington on scenic Puget Sound, and the town has a population of approximately 103,000. The store is also about 3 miles from a Home Depot and about the same distance from a Lowe's Home Improvement.

Judith went into the hardware business after working most of her career coordinating facilities for a Washington-based insurance company, and right away faced some daunting challenges. Her store faced serious big-box competition.

However, her business has thrived by focusing on customer service. It was named Best Local Business three straight years in a Reader's Choice poll by the Everett Herald.

"We're located right next to residential areas, so that's where we get most of our business. But we're working on expanding that to (business-to-business)," she explains. "We've owned the store for eight years and during that time around 57% of the shelves have been relocated."

That re-organization is why she is so happy she signed on with Paladin Point of Sale.

"Relocation codes are our friends," she said with a laugh. "Nothing goes out onto the sales floor without a code."

### Best advice

Judith learned two valuable lessons when she began her retail career she thinks has guided her success: "The customer is king and always trust your gut."



**PALADIN**<sup>TM</sup>  
DATA CORPORATION



# Paladin Tech Buzz

## Is it Time for a Website?

By Brian Bullock

Entrepreneurs, both those in business for generations and those just getting started, are facing a retail environment that is changing quicker than their inventory levels. Large retailers like Sears, JC Penney, Macy's and Radio Shack combined have close thousands of storefronts over the past year as more shoppers choose to buy online.

Staying at the forefront of eCommerce and marketing, is exactly why new and independent business owners need to develop active, customer-friendly websites.

It might be hard to believe in this era of rapidly expanding eCommerce, but a [2017 Clutch small business survey](#) revealed that 29% of small businesses still don't have a website, and of those, 21% still aren't mobile friendly. With more and more customers searching for your business and services from their cell phones, mobile-friendly sites are a necessity.

Paladin works with WooCommerce and Volusion to create spectacular websites that attract new customers and make sales and ordering easier.

Paladin offers solutions to help you reach new customers and provide better service to those you already have. View <https://paladinpointofsale.com/bizservices/marketing> to learn more.



## Paladin Enhances RepeatRewards Integration

Paladin Point of Sale has enhanced its integration with the RepeatRewards loyalty program to include a wide array of tools to expand customers' marketing reach.

In addition to sending transaction data via a real-time connection, users can now easily enroll members and update existing member information right from the point of sale. Member information is sent directly to the RepeatRewards database making program management a breeze.

Paladin also boasts a unique feature that allows users to simply scan a driver's license to have the demographic information feed into the system. All that is left to do is to add any remaining details to complete the enrollment process.

Through RepeatRewards, customers can now utilize tools such as geofencing, in-store beacons and social media management to elevate their marketing and enhance the in-store experience for their shoppers. This update makes it easier than ever for customers to take advantage of the many RepeatRewards marketing programs.

## Upcoming Events

Paladin will be attending the following events. To arrange a visit, please email us at [sales@paladinpointofsale.com](mailto:sales@paladinpointofsale.com)

Wallace Hardware 2018 Spring Dealer Market  
**FREE USER MEETING**  
 April 11-13 | Pigeon Forge, TN

House-Hasson Hardware Summer Market  
 June 14-16 | Sevierville, TN

RBC Cardinal Health Exhibition  
 June 27-30 | San Diego, CA



## Get Connected:



We love to connect. Join us online by clicking the above links. Check us out at [paladinpointofsale.com](http://paladinpointofsale.com). For more valuable tips and strategies visit <https://portal.paladinpos.com/paladin-news/>.



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OR EXPENSIVE WITH...

### Repeat Rewards

The RepeatRewards Customer Loyalty Program is **100% integrated with Paladin POS** making managing the program simple so you can start maximizing your marketing efforts.

**20% OFF each month — No Setup Fee\***

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