



# Small business. Big profits.

The small business guide to increasing sales, boosting efficiency, and creating better customer experiences with intuitive technology.



# Introduction

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As a small business owner, you've invested your time, money, and personal reputation in creating a company you can call your own. And yet, the challenges keep stacking up.

The cost of everything from supplies to labor keeps rising. Competition for skilled employees is fiercer than ever. And customer expectations are changing.

Battered by the same rising costs small businesses face, today's consumers seek out convenience and savings. More often than not, this drives them to the corporate chains and ecommerce giants who already have a leg-up with economies of scale, huge marketing budgets, and advanced selling technology.

**So how can your small business overcome rising costs and compete with corporate chains to attract—and retain—today's modern customers?**

The key to success is leveraging new technology made specifically for small businesses to increase sales, boost efficiency, and create better customer experiences.

Whether you run a retail store, convenience store, beauty salon, auto shop, professional services business, or anything in between, this guide can help you get the most from technology that is built to work the way you work.



72%

of customers prefer shopping at a small business

# Part 1:

# Modernizing your checkout experience

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Your business offers something unique that corporate chains can't compete with—you. As a member of your local community, you have better insights into the needs of your customers, helping you bring your unique vision to life. And the fact is, most Americans want to support small businesses. You just have to make sure you don't give them a reason not to. That's where a modern point-of-sale or payment terminal comes into play.

## **3 reasons to upgrade your POS**

- 1.** Customers prefer paying with cards and digital payment methods
- 2.** Accepting card and mobile pay methods can increase sales by 12-18%
- 3.** Compliant POS systems reduce the risk of fraud and chargebacks

# A Florida nursery modernizes their POS and saves big

## The goal

Unique Plants and Palms needed a point-of-sale system that could speed up the checkout process and provide a better experience for their customers.

## The solution

With a handheld POS from SpotOn, nursery staff can ring up customers quickly from anywhere on site, saving their staff and customers time. They also save big on credit card fees and utilize SpotOn reporting to make purchase decisions.



**5 minutes**

faster  
checkout times

**\$3,000**

annual savings on  
processing fees

“SpotOn has helped us deliver a great customer experience.”

MICHELLE GRABILL  
OWNER, UNIQUE PLANTS AND PALMS

SUCCESS  
STORY

# Know what you're paying for

Anyone who's run a small business has likely been burned by outrageous credit card processing fees. Here's what to look for in a trustworthy POS provider and how you can save.

## Legitimate costs

- **POS hardware** - one-time purchase or monthly fee to finance
- **POS software** - affordable monthly fee
- **Payment processing** - paid on each card transaction

## Things to avoid

- **Long-term contracts** - often associated with cancellation fees
- **Junk fees** - extra charges like "PCI fees" and "statement fees"
- **Inflated card processing fees** - beware of providers with a history of raising their rates

## Other ways to save

- **Add a service fee or surcharge** - not legal in all states
- **Offer a "dual pricing" program** - one price for credit, one for cash

Talk to your SpotOn rep or scan  
to start saving

Get started

# SpotOn

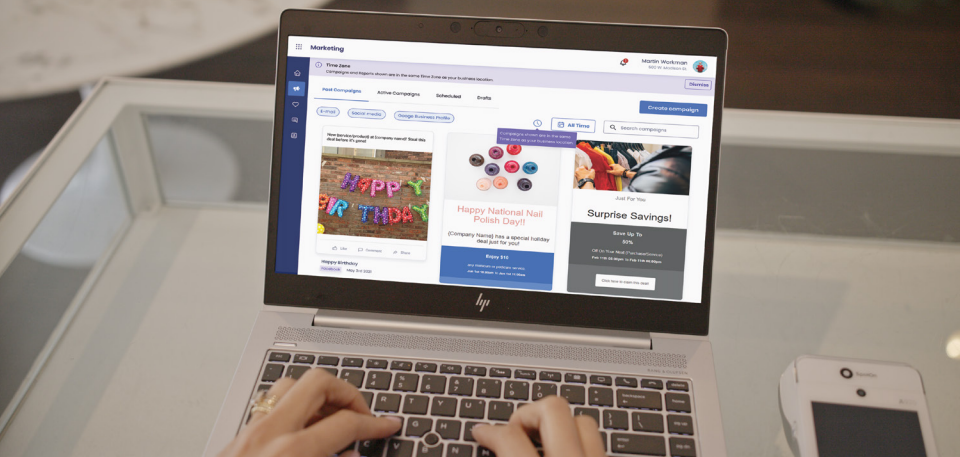


## Capture customer data at the point of sale

One area where corporate chains have long had an advantage over small businesses is with customer data collection. That's no longer the case. With today's cloud-based point-of-sale solutions, you can easily gather customer data at checkout, including:

- **Customer email addresses**, which enable you to then stay in touch with email marketing campaigns to improve customer retention
- **Sales trends over time**, helping you make better-informed decisions about pricing, hours of operation, staffing, and stock supply





## 4 ways you can grow your customer mailing list with SpotOn

1. Import your existing customer list, if you have one, into your online dashboard
2. Capture email addresses during checkout by having customers choose a digital email receipt
3. Encourage customers to sign up for your loyalty rewards program with their email address
4. If you don't use point-of-sale hardware, take an online payment using the virtual terminal built in to your online dashboard

## Fast sales and fresh-cut flowers

### The goal

Flowers on Phoenix needed a point-of-sale system with professional transaction and sales reporting tools that would also minimize time spent on admin.

### The solution

With SpotOn, staff can take payments and collect customer data in one transaction for effortless email list building. They can also track sales trends and send marketing campaigns in minutes saving them hours every week.



**3 minutes**

faster  
checkout times

**5 hours**

saved on weekly  
admin tasks

I like the fact that I can keep track of everything on my SpotOn Dashboard. It's my first year of doing business, and I wanted to make sure everything was aligned. SpotOn is really awesome at making it so simple and easy to access sales information.

AMANDA KEENE  
OWNER, FLOWERS ON PHOENIX

SUCCESS  
STORY

## Part 2:

# Attracting & retaining customers

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Having a fast, easy to use point-of-sale system that helps you gain better insights about your business is hugely important. But only if you have enough customers coming in the door.

In the past, small businesses often had to rely on traditional advertising methods to grab the attention of new customers—newspapers, radio, TV, and physical advertising like billboards, bus benches, and so on. While there's nothing wrong with these advertising techniques, they can be expensive and it's often difficult to measure if they're actually working.

The internet and prevalence of mobile phones have changed all that, and there are now more tools than ever for small businesses to connect with customers online—and build long-term loyalty—in a far more cost effective way.

Specifically, you can leverage your website, online reviews, social media, email marketing, and loyalty rewards program.



76%

of customers will  
check you out  
online first

# A 5-part approach to engaging customers

## Website

Optimize with keywords to show up in local search results

## Online reviews

Manage reputation on Google Business Profile, Facebook, and Yelp to get discovered by new customers

## Social media

Post regularly to build your brand, promote deals, and use hashtags to broaden your reach

## Email marketing

Market directly to your existing customers with targeted campaigns

## Loyalty

Offer custom rewards that are redeemable at the POS to drive repeat business

Learn more in our extended  
online guide

[Learn more](#)

# SpotOn

# Your customers' online habits

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88%

call or visit a business within 24 hours after finding them online



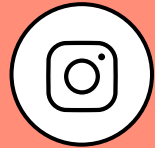
60%

say negative reviews have prevented them from purchasing from a business



40%

find the perfect product by browsing organic social media posts



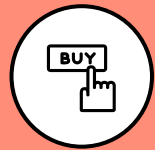
61%

prefer brands to communicate with them via email



56%

make unexpected purchases as a result of loyalty program offerings



## Cleaning up with loyalty rewards

### The goal

Strow's Dry Cleaners needed to connect with customers, reward loyalty, and market to everyone that used their dry cleaning service.

### The solution

With SpotOn Loyalty, Strow's boosts sales by capturing customer data and sending emails to them with personalized deals. On top of that, they can easily track sales data and find customer information without the hassle of spreadsheets.



**30%**

increase in sales

**\$1,500**

annual savings  
on software &  
processing fees



“With SpotOn Loyalty, I can directly market to my VIPs. I love how it automatically sends them a deal for a free pair of pants to be dry cleaned. Also, SpotOn’s automated marketing lets my customers know when we are open for business, so they keep coming back.”

LUKE STROWBRIDGE  
OWNER, STROW’S DRY CLEANERS

SUCCESS  
STORY

# Part 3:

## Streamlining your back-office work

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It's more important than ever to use data when making business decisions. According to a McKinsey survey, businesses that leverage customer data outperform competitors by 85% in sales growth and more than 25% in gross margin. By not leveraging customer data, you're leaving up to 6% of operating-profit on the table.

The challenge is that your time is precious and getting insightful data from mismatched technology isn't always fast and easy. But with an integrated technology platform like SpotOn, you can get all the insights you need from one cloud-based dashboard. Even better, you can access that dashboard anywhere, from a computer or your mobile device.

### **Back-office tools included with SpotOn**

- Sales & deposit reports from your POS
- Customer list & email marketing
- Social media campaigns
- Online reviews
- Virtual terminal & invoicing
- Optional loyalty rewards



6%

Lost profits by  
not leveraging  
customer data

# Leveraging your business reports



## Sales & Deposits

- Streamline operating hours & staff scheduling to meet peak traffic
- Export to your accounting software to speed up bookkeeping and taxes
- Identify sales trends with advanced reporting and monitor stock



## Reviews

- Monitor customer satisfaction trends and identify common complaints before they become a major issue

# Leveraging your business reports

(continued)



## Customers & Loyalty

- View redemptions over any time period to track success
- Track your ROI by viewing how much customers spend per transaction and over any time period
- Easily identify your top-spenders and most frequent visitors



## Campaigns

- View open rate and clicks to see what messaging works best
- View social media post history and campaign status in one place
- Save time by re-using any previous campaign

## Modern tech for timeless pieces

### The goal

Rummell Jewelry was looking for cloud-based technology to streamline monthly admin tasks and take off-premise payments while closing deals on the go.

### The solution

With SpotOn, Rummell Jewelry can send electronic invoices and run credit cards in store. They can also keep track of sales and export monthly data for tax and accounting purposes. Spending less time on admin allows them to dedicate more time towards growing their team and brand.



**1 hour**

saved weekly  
on accounting

**29%**

of total sales  
processed through  
online invoices

It saves me a ton of time having everything accessible online. The SpotOn Dashboard is super helpful for reconciliation and accounting. It has really streamlined the process.

DREW RUMMEL  
OWNER, RUMMELL JEWELRY



# SUCCESS STORY

# Worksheet: price savings

How much could you save? Complete this form and share it with your SpotOn rep for a detailed quote.

- Credit card processing rate: \_\_\_\_\_
  - Credit card processing fees (e.g. PCI, statement fees): \_\_\_\_\_
  - Monthly POS hardware/software fee: \_\_\_\_\_
  - Review management software: \_\_\_\_\_
  - Email marketing software: \_\_\_\_\_
  - Loyalty software: \_\_\_\_\_
- Total costs:** \_\_\_\_\_
- Total monthly sales: \_\_\_\_\_
  - Monthly credit card sales: \_\_\_\_\_
  - POS contract expiration date: \_\_\_\_\_
  - POS cancellation fee: \_\_\_\_\_

Talk to your SpotOn rep to get started or scan code to get your free consultation

Get started

# SpotOn



