SMALL BUSINESS.
BIG PROFITS.

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

SpotOn

Introduction

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

Modernizing your checkout experience

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 SpotOn's point of sale, nursery staff can ring up customers quickly from anywhere on site, saving their staff and customers time. They also save big on credit card feed by utilizing 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"
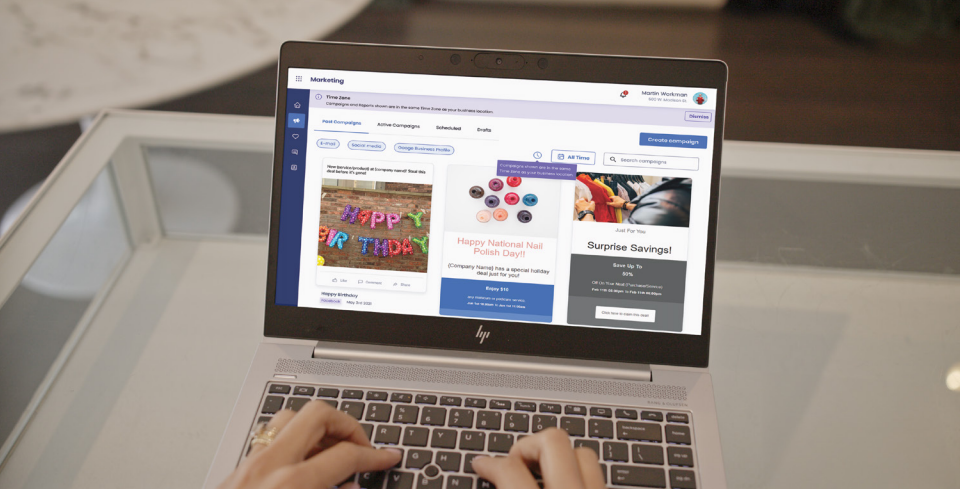- **Inflated card processing fees** – beware of providers with a history of raising their rates

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

Request a demo to see how much you can save

Get started

SpotOn

Capture customer data at checkout

Corporate chains used to have an advantage over small businesses when it came to customer data collection. Thankfully that's no longer the case. With today's modern 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

76%

of customers will
check you out
online first

Part 2:
Attracting & retaining customers

It's vital for any business to have fast and easy tech that can provide better insights into operations. But that can only ring true if you have enough customers coming in the door.

In the past, small businesses needed to rely on traditional advertising methods to grab the attention of new customers—newspapers, radio, TV, and physical ads like billboards and bus benches. While there's nothing wrong with these types of ads, they can become expensive and it's often really hard to measure if they actual work.

The internet and smartphones have changed the advertising game. There are now more tools than ever for small business 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, media marketing, and an engaging loyalty rewards program.

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 about engaging customers in our online guide

Learn more

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Your customers' online habits

88% call or visit a business within 24 hours after finding them online
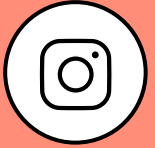
60% say negative reviews have prevented them from purchasing from a business

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

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

- POS sales & deposit reports
- 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

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

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: _____

Request a demo to talk to a SpotOn expert

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Technology that works
the way you work