



POSitive Tips

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TIP OF THE MONTH

"How To Increase Sales at the Time of the Sale"

SUGGESTED ITEMS
Lists items similar to or enhancements for a product being purchased. The items can be discounted

TAG ALONGS
Automatically adds necessary attachments for the item being purchased. They can be removed if not wanted.

Automatically Increase Sales

Are you looking for a way to get your sales people to add extra value to each invoice? Two features of POSitive For Windows called Suggested Items and Tag Alongs prompt the sales clerk to add additional items to the invoice. In addition, these features can eliminate frustrations caused by not selling the customer everything s/he needs to get the job done.

"Would you like to take advantage of this special offer?"

When a customer purchases an inventory item with linked suggestions the clerk is automatically reminded to recommend additional products.

These **SUGGESTED ITEMS** can be set to sell for a reduced price as an incentive to buy now instead of later.

For example, John purchases the Deluxe Joystick. Immediately, the clerk sees the games Bario In Wonderland and Super Bario on sale for a reduced price.



Simply tag the desired item, it is added to the invoice at this one-time only price, and you have made an additional sale you would not have otherwise made!

"You will also need..."

Provide your customers with excellent service by assuring that when they buy something needing special attachments that the required accessories are added. A **TAG ALONG** inventory item will automatically be added to the invoice. If the customer does not need the item, it can be deleted from the invoice.

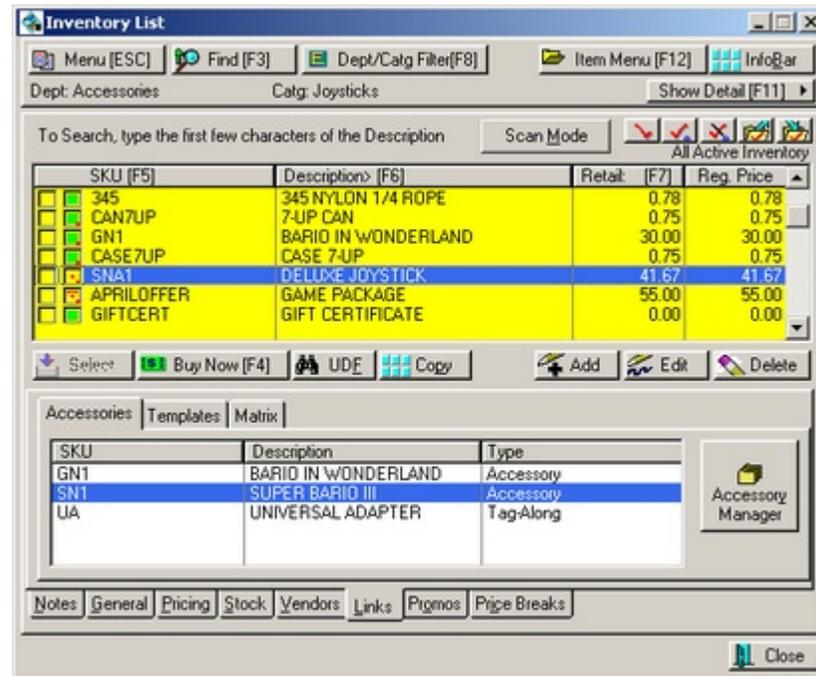
The steps for creating a suggested item are very simple.

1. Highlight the primary inventory item
2. Choose the Links tab at the bottom of the screen
3. Choose the Accessory Manager button.

PRESS F1 for On-Line HELP

Suggested Items and Tag Alongs

Using the Link feature of PFW you can create an unlimited number of linked inventory items.



Additional Ideas

Chain Suggested Items

You can define links for linked items and more links for those linked items so that by selling just one item you will be stepped through a series of choices.

Reward with an In-Store Coupon

You could link a special SKU which will trigger printing of a special coupon to encourage your customers to return to your store. This can be done by using the Advanced Printing feature of PFW as described in the Help file.

Motivate Your Employees

Since you may not be using the Commission Tracking feature of PFW, you could activate Fixed Commission to create a contest to see which employee is selling more of a particular inventory item.

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