



eftpos

specialists (Taranaki) Ltd

Newsletter of Eftpos Specialists Taranaki

Connecting your Eftpos terminal through Broadband

Newer Eftpos terminals can connect through broadband rather than over a normal phone line. This has several good advantages:

- Faster transaction speeds
- Doesn't use a phone line that you may want to make calls on.
- Can eliminate the need for a phone line if you have a line dedicated to your Eftpos terminal.

Paymark, the largest processor of Eftpos transactions, was until recently charging a monthly fee to connect through broadband. From April the 1st they have dropped this fee.

If you would like to know if your terminal is capable and to discuss the options for connecting through broadband then please call us.

All the best from the team at Eftpos Specialists - Russell, Michelle, Viv, Faith and Tania

Russell's Book Suggestion

The Richest man in Babylon
By George S Clason

This book looks at the success secrets for money management. It is told in the stories of people living in the ancient city of Babylon. While the book was written almost 100 years ago about people living 2000 years ago it is still very relevant for today. It is especially relevant in these more challenging economic times.



(Available through Poppies bookstore for \$26)

Laugh a Little

Accidents - Men blame most accidents on fate but take a more personal responsibility when they make a hole-in-one on the golf course.

Age - By the time a man finds greener pastures, he's too old to climb the fence!

Everyone has a photographic memory. Some don't have film.

Shin: A device for finding furniture.

The Only Locally Owned & Operated Eftpos Business

- Long & short term rental options
- 24/7 On-site service
- 4 hour on-site assist
- Mobile options for business on the go
- Consumables including coloured paper

Fast Local Eftpos Service
to keep your business earning



www.eftpos-specialists.co.nz

The Only Locally Owned & Operated Point of Sale Business

- Cash Registers
- Point of Sale

www.retailcashsystems.co.nz P 06 759 4148 | F 06 759 4143
Shoreline Complex, 46 Molesworth St, PO Box 3204, New Plymouth

retailcashsystems

the point of sale specialists

Sales Tips: 9 Sales Tips for Non Sales People!

A sale focuses on the interaction between people. Many people fear being seen as a 'salesperson'. Use the tips below as a refresher or pointer on how to sell more comfortably.

1. **Focus on the customer/client:** when selling it is 90% about what the customer wants and only 10% about you!
2. **Listen:** customers want to be heard and respected, listen well.
3. **Be positive:** if you can't be positive about your product or service, don't try selling at all!
4. **Build rapport:** make the customer comfortable by building rapport through eye contact, body language, even the handshake.
5. **Be confident:** practice may not make perfect, but it certainly makes better. Build your confidence through practice or through attending clubs like Toastmasters 0800 PEOPLE
6. **Be balanced:** many people focus so much on the details of their product and service that they don't focus enough on the sales process. Strike a balance
7. **Don't overstretch:** only agree to sell what you know you can deliver. Most clients are happy to start smaller and build up, but they rarely forgive you for knowingly overselling!
8. **Have fun:** sales is a game, treat it as one and enjoy the selling process!

If in doubt, attend a course and learn from the professionals. Investing in sales training is often the most cost effective ways to invest in marketing.

- Supplied by Ambrose and Jo Blowfield of The Marketing Company. To learn more, phone them on 06 751 0048, or visit www.themarketingcompany.co.nz

Michelle's "who's new in the Naki"



Check out the new nacho and burrito Mexican flavours that is **Tesoro Fresh Max** on Devon Street East.

Our Place – Try this funky new bar that has opened on the flat on Devon Street East just up from Liardet St.

Modz - The gaming console specialists. For repairs, modifying (modding) & upgrading. Most consoles can be 'modded' to either play backup discs or save full games to an internal or external hard drive. Find them on Carrington St.

Are you prepared for a power cut?

In the event of a power cut can your Point of Sale and Eftpos terminals keep running and for how long? If they can't how many customers would you lose?

A number of our customers have installed an Uninterruptable Power Supply or a UPS. These are about the size of a small tool box and are full of batteries that your electrical equipment plugs into. In the event of a power cut these become the default power source and can keep equipment going for 5 minutes to several hours depending on the type of UPS and what equipment you have on them.

Even if they only allow you to save and shut down your computer in a managed way that prevents data loss it could save you a lot of time and expense.

If you would like to know more CALL US TODAY and we can show you some options.