



eftpos

specialists (Taranaki) Ltd

Newsletter of Eftpos Specialists Taranaki

EOV or Electronic Offline Voucher

We have been asked a lot lately about Eftpos transactions (as opposed to Visa/Mastercard) where the customer has to sign for it and what does this mean. What this usually means is that the terminal has gone into "offline" mode. This means for some reason the terminal has not been able to connect to the network because the network is down or there have been connection issues due to the phone line.

These transactions are still OK and will still be processed. They are stored into the terminal memory until the next time there is a successful Logon. Up to 99 transactions can be stored, however only 1 per customer card, and up to a maximum purchase value of \$300.

If your terminal does go into offline mode check all the phone lead connections are OK first, then check to see if the network is Ok by calling us or Paymark (0800 800996). If everything seems OK at this point try logging on again.

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

Russell's Book Suggestion

Think and Grow Rich
By Napoleon Hill

This book is another oldie but a goodie. Some of the information is a little outdated but all of the ideas are as relevant today as they were when the book was written in the 1930's. Napoleon Hill interviewed many of the great business entrepreneurs of the time including the likes of Thomas Edison and Henry Ford.



He then took ideas from these great business leaders and created a philosophy that everyone could use to create wealth in every aspect of their lives.

Pink and Yellow Paper

One of the things we do here at EFTPOS specialists to give back to the community is to donate 50c for every roll of yellow (Cancer Society) and pink (Breast Cancer Foundation) Eftpos paper we sell.

We are writing our cheque this week for last year's sales (April-Mar) and we will be donating \$363 to the Breast Cancer Foundation and \$167 to the Taranaki Cancer Society so if you would like to help support these worthy causes, call us today to order your pink or yellow paper.

The Only Locally Owned & Operated Eftpos Business

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Marketing Don'ts!

Marketing is simple: keep doing what works, stop doing what doesn't work! Below are some pointers as to the things to avoid.

1. **Don't** ever pay for marketing in "hope" or "desperation"!
2. **Don't** settle for just "getting your name out there": have clear objectives for your marketing!
3. **Don't** go cheap (if quality focused): use experts!
4. **Don't** spend on one off ideas: use a combination of marketing strategies!
5. **Don't** be bullied or pushed into what everyone else is doing!
6. **Don't** do what you don't like!
7. **Don't** repeat what doesn't work!

- 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

If in doubt, attend a course and learn from the professionals. Investing in marketing **training** is often the most valuable way to invest in marketing.

The Marketing Company has a great two day boot-camp that helps you create a viable and useable marketing plan specifically for your business. I attended their course 6 months ago and can highly recommend it. The course can be partially funded by Trade and Enterprise, just call Venture Taranaki and they can help you with this funding.

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



All About Cakes - Devon Street West. If you need a cake, want to learn about making or decorating cakes or need cake equipment.

Rhubarb - A new café in Eltham run by Annette McGregor, the mother of master chef winner Brett McGregor.

The Bizzy Fish Shop - A new fish and chip shop in Manaia if you are ever passing through.

Heliview Tours - now offering chauffeur-driven hireage and Taranaki tours like no other in their new 9-seater executive van

Laugh a Little

Have you ever noticed? Anybody going slower than you is an idiot, and anyone going faster than you is a maniac.
-- George Carlin

640K of computer memory ought to be enough for anybody. -- Bill Gates, 1981

Autobiography - An autobiography is a book that reveals nothing bad about its writer except his memory. – Unknown

Attention - When a child pays attention to what his parents say, they are probably whispering! – Unknown

Arguments - Sometimes when you are arguing with a fool, he's doing the same thing! -- Unknown