

Key Benefits of using POS•IM!

You can increase your profits six ways with POS•IM:

- **Increased Sales - On average, POS•IM helps increase sales by over 10%.**
 - POS•IM identifies fast moving items and automatically creates purchase orders for those items to help you keep them on the shelf.
 - POS•IM tracks customer buying habits so you can use that data to notify customers of upcoming sales and new products.
- **Enhanced Margins - On average, POS•IM helps increase margins by over 20%.**
 - With its powerful sales analysis reports POS•IM helps determine the proper mix of inventory. Reports such as the ROI (Return on Investment) help here.
 - POS•IM reports on margin sensitivity down to the item level, quickly and easily.
- **Reduced Labor Costs**
 - POS•IM speeds up the sales and invoicing process, reduces time spent on physical inventories (scanning barcode labels on items), speeds up purchase ordering, tracks all sales and inventory levels, and sends accounting information over to your accounting package without re-input. These timesavings alone equate to an average of 10 hours per week, or 520 hours per year, savings!
- **Inventory Management**
 - By ordering the right items at the right time, your overall inventory can be reduced. This saves your inventory holding costs by an average of 10%. Inventory turns will increase by an average of 5 – 6 times
- **Reduced Shrinkage & Theft**
 - POS•IM's Event Manager allows for tracking classes, attendees, waiting lists, payments, materials, receipts and reports!
 - Track registration and print class supply lists easily from your computer
- **Improved Customer Service & Marketing**
 - Add new customers quickly and effortlessly at point-of-sale
 - Click a button on the customer's card to view detailed sales history anytime
 - Increase add-on sales with pop-up prompts at point-of-sale
 - Track customers' preferences, birthdates, and other important information
 - Identify your "Best Customers" for targeted marketing

