

BNA

Smart Payment
Systems, Ltd.



SMARTSOLUTIONS

In this issue:

[President's Message](#)

[Featured Article - BNA's 3 Ways To Survive A Retail Slowdown](#)

[Special Promotions - Loyalty Cards](#)

[About BNA](#)

President's Message

Well it's a fact, small business in Canada is feeling the economic pinch. While ebbs and flows are natural, retailers are challenged to find innovative ways to generate traffic and sales.

As your partner in success, this month's issue focuses on **3 ways to survive in retail slowdown.**

Remember, no matter what the economy is doing, people still have wants and needs. So why shouldn't it be you they buy from!

Wishing you good business!

Matt Moore

BNA's 3 Ways To Survive A Retail Slowdown

When the economy starts to sputter that's when savvy retailers take action.

Focus on your Customer: I recently saw a list of survey questions about consumers that made me think. The four categories were; shopping closer to home, shopping for sales more often; spending less on clothing; and taking fewer shopping trips. The responses were about even between all four areas. Customers are saying that they would rather buy less frequently, but locally and are looking for good deals.

August 2009 Issue

Think you're stuck with your current transaction supplier because it costs too much or takes too much time to change? Think again. At [BNA](#) we take care of all the details for you. Simply let us know you'd like to install the most secure transaction services in your business and we'll take care of the rest.

[BNA](#) believes that your customer's experience making a payment creates a lasting impression for your company. We have the most competitive rates with the best technology, making BNA the best solution for your company.

Let our savings increase your profitability TODAY!

Contact Us

**BNA Smart Payment
Systems, Ltd.**

15260 Yonge Street,
Suite 203, Aurora, ON
L4G 1N4
Canada

The worst thing a business can do now is to stop promoting itself. The customer needs to know that you are just like them and you are sensitive to their situation. By using as many cost effective tools to stay in touch with your customer, even more than before, will help to keep your name first and foremost in their mind. Make the most of your customer database through email, phone, web, even direct mail communication. Use your customers to step up your consumer research. Call them and interview them to get "real-time" opinions of what they like and don't like and wish you had more of.

Focus on your Inventory: Retailers must be very aware of their stock levels. Strategic buying plans will help keep stock levels lean. Analyze each and every department and classification and be brutally honest as to what is selling, what isn't and how you are going to deal with that situation, now! By cutting back on selection, you actually may be making it easier and quicker for the customer to make their buying decisions.

As the customer is making fewer purchases, they are hoping that most of them will be "on sale". Having flexibility in pricing is a direct reflection on your buying structure. Too often, carrying national brands can dictate the retail price you must charge. Private labeling and carrying products that are locally made can give a retailer the ability to price with a larger gross margin but remain competitive in the marketplace.

Put milk on sale! What does that mean??? Milk is a staple item for any grocery store. If a grocery store would put milk on sale, I would guarantee customers would buy more than one. What "milk" item do you have in your store? What basic item do customers buy from you day in and day out? What would happen if you put it on sale? My hope is that they would buy more from you. Along with that basic item, what else would they buy to go with it?

The goal during a downturn is to be able to sell more items to more customers and this is known as an increase in UPT's or units per transaction. You see, the customer has already told us that they want to buy locally and less frequently. If they are a captive audience in your store, then it is your responsibility to appreciate their desire to save time, money and energy and still get what they need at a good price.

Focus on your Staffing: I was just in Las Vegas on a business trip and I mentioned to the cab driver that business seemed brisk. He actually said that it was down but that his boss never gives the cab drivers time off when business is slow. His boss said that he wanted his fleet of cabs to be seen all over town and that if there was business to be had, they would get it. He told me that he could take vacation when business was really good.

What does that mean to you? Don't cut your staffing unless you absolutely have to. Customers who can't find someone to wait on them will go elsewhere. They don't care that you are watching your staffing budget. By having a sharp, knowledgeable, hard-working staff whose schedules are planned around the pace of store traffic will generate more sales from customers who realize that service is a priority in your business.

Tough economic times tend to reduce a customer's loyalty to any one store. The question is are you top of the consumers mind when they think of the product or services you offer? Now, more than ever is the time to make the course correction through consumer research, inventory evaluation and strategic scheduling so that your business will thrive in a recession even as others struggle.

BNA's Online Tutorials

Check out our new online tutorials at www.bnasmartpayment.com!!!

Follow step by step while we take you through transactions on your terminal as well as on online web reporting guide.

Loyalty & Rewards Cards

Loyalty cards provide retailers with an extremely creative and cost effective means of attracting new customer s while strengthening ties to current customers. In a world where schedules and responsibility are somewhat overwhelming, the need for convenience is monumental. Customers demand convenience. Loyalty cards meet this requirement and then some.

Studies prove that when a customer uses a Loyalty Card to make a purchase, they, more often than not, spend more than the value of the card – as much as twice the amount. Loyalty Card Programs significantly increase sales while providing retailers an unlimited avenue of marketing possibilities.

Loyalty cards have become enormously popular in Canada and are clearly taking Retailers and Consumers by storm. With the Loyalty Card market set to grow 20% annually for the next four to five years, it is critical not to miss this opportunity. Our BNA Loyalty Card Program will open the doors to unlimited possibilities.

About BNA

BNA Smart Payment Systems offers businesses globally a secure alternative to higher cost and less flexible POS transaction automation systems. We provide credit and debit card payment terminals and transaction handling services involving all aspects of POS credit, debit and stored value card processing. As the industry approaches 2010 , BNA customers also will be equipped to make an easy and affordable transition to Chip and PIN systems.

BNA enjoys a powerful strategic alliance with Banksys of Brussels, a world recognized payment solutions provider known for innovation, security and reliability. In June 2001, BNA was appointed by Banksys to develop and certify payment software applications for North American Financial Institutions. The same year, BNA was give exclusive distribution rights for Banksys electronic payment products (terminals) in Canada and the United States.

Today, BNA has certified credit and debit payment applications with more than eight payment processors, serving industries such as General Retail, Restaurant, Entertainment and Professional Services.

This message was intended for '%emaiaddress%' You have received this message because you are subscribed to '%listname%'

[Unsubscribe](#) | To contact us please email todd@bnasmartpayment.com