



Smart Payment  
Systems, Ltd.



ISSUE 10

# SMARTSOLUTIONS

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## BNA'S 20 TOP TIPS FOR DRIVING TRAFFIC AND REVENUES

1. Create a calendar for customers with your shop's name and address on it noting special sales and promotions
2. Have a drawing for a product or gift certificate. Use the entry forms to collect customers' mailing addresses
3. Conduct monthly clinics about a product or service you offer or schedule semi-annual seminars on related "how-to" information for your industry
4. Develop a website to showcase your products, services and location. Use a memorable URL and include it on all marketing materials
5. Create an annual award and publicize it
6. Use an answering machine or voice mail system to catch after-hours phone calls. Include basic information in your outgoing messages such as business hours, location, website, etc.
7. Hold an open house. Invite prominent city officials and the press
8. Get a memorable local or toll-free phone number
9. Distribute specialty products such as pens, mouse pads or mugs with your store's logo
10. Advertise in creative locations such as park benches, buses, and popular Web sites
11. Improve your building signage
12. Donate your product or service to a charity event or auction
13. Create a loyalty program to reward existing customers
14. Create an opt-in email or print newsletter for your customers. Fill each edition with special, tips and other timely information
15. Book a celebrity guest for an event at your store. Use people in your industry or television news anchors or local authors
16. Create window displays in locations away from your shop. Airports, hospitals and large office buildings occasionally have display areas they rent to local businesses
17. Provide extra customer service training for your staff
18. If possible, loan your facilities to other groups for a meeting place

## PRESIDENTS 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 some tried and true marketing strategies you can use to get people into your store and pulling out their wallets.

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



Smart Payment Systems, Ltd.



19. Choose a regular customer to spotlight as Customer of the Month. Create a brief write up to submit to the local newspaper about the customer and be sure to give her or she a copy of the article as well as have one framed to hang in the store

20. Offer your customers discounts for each referral they provide

**BONUS TIP because at BNA, we are committed to going the extra mile!**

21. Marketing is most effective if done in coordination with other exposure. Enhance the above efforts with additional signage, newspaper ads, displays and radio ads. Remember to tailor each event for your target audience. If your message isn't being delivered to the right person, it may be wasted effort.

## SPECIAL PROMOTION

Check out our new online tutorials at: [www.bnasmartpayment.com](http://www.bnasmartpayment.com)

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



## BNA LOYALTY CARDS

Loyalty cards provide retailers with an extremely creative and cost effective means of attracting new customers 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 given 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.

Think you are 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.

## GET STARTED NOW!

Join us for our Getting CHIP & PIN Ready tutorial, sign up now.

Call us today at **905.726.9753**, or visit [www.bnasmartpayment.com](http://www.bnasmartpayment.com) for more information