



Smart Payment  
Systems, Ltd.



ISSUE 11

# SMARTSOLUTIONS

## IN THIS ISSUE

President's Message

**Featured Article:**  
Energizing Your Retail  
Sales Staff

**Special Promotions:**  
Online Tutorials &  
Loyalty Cards

## ENERGIZING YOUR RETAIL SALES STAFF

Retail is a day to day business. Some days you're HOT and some days you're NOT. But either way, we urge you not to buy into 'the down economy.' There is still lots of money to go around, lots of people buying – so why shouldn't they be buying from you??

If you are staying positive and doing the right things to market to and keep in touch with customers, they WILL come back after the slower summer season. When you maintain a positive and upbeat attitude it trickles down to your staff and out to your customers – making your registers ring.

Here are some ways to motivate and re-energize your staff to stay positive on the sales floor:

- Offer flexible hours and allow for advance scheduling
- Encourage ideas and creativity
- Be open, not intimidating
- Remember to have fun – and involve your customers in it
- Recognize birthdays and anniversaries
- Encourage staff to 'secret shop' the competition – always great for ideas and some fun

Do these things and your staff will be excited which translates into higher sales and happy customers. Try it today!

## PRESIDENTS MESSAGE:

It's officially summer, and I've been seeing a lot of Maple Leaf flags in store windows and on flagpoles. Not to mention Canada Day Sales. The blast of red and white is a wonderful way to kick off the season and re-energize yourself and your staff for times ahead.

This month's article is about just that, motivating your retail sales staff. Whether your sales are HOT or NOT, now is the time to boost the innovation, productivity and performance of your team. Enjoy!

And if you'd like to learn more about BNA and how we can help your business, please call our Sales Manager, Todd Frenette at 905.726.9753 extension 103 or email him at [todd@bnasmartpayment.com](mailto:todd@bnasmartpayment.com)

All the best,  
Matt Moore





Smart Payment Systems, Ltd.



## SPECIAL PROMOTIONS

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.



## 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.

## BNA LOYALTY 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.



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