



Smart Payment Systems, Ltd.



ISSUE 3 SMARTSOLUTIONS

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PRESIDENTS MESSAGE:

Well, it is almost that time of year again! With Christmas just around the corner, I thought I would take this time to share with you some information that I know you will find valuable and useful during the Holiday rush.

Have a safe and prosperous Holiday! If you'd like more information call our Vice President of Sales, **Todd Frenette** at 905.726.9753 ext 103 or email todd@bnasmartpayment.com

Best Wishes

Matt



ARE YOU PREPARED FOR THE HOLIDAY'S PEAK SALES PERIODS?

The planning of your success is important all year, but is sometimes overlooked during the hustle and bustle of the holiday season. It is a priority to identify some of the key areas beforehand to help you prepare for these peak sales periods, while maintaining your customer's importance.

Below are some examples of how you can prepare your business:

- Review last years' sales to look at missed opportunities and see how you can capture new sales. Try offering special pricing, 2 for 1 deals or offer specials during off peak hours.
- Offer a Gift Card Program so that you won't have to turn away customers that can't make up their mind on what to purchase for a gift.
- Develop a mailing list so you can offer specials and other promotions.
- Set up services for your customers to help them alleviate their stress load, such as gift wrapping, special orders etc.
- Make sure your store has plenty of bags, cash register tape, ink/ribbons, and gift certificate/cards.
- Organize your stock area to prepare for large shipments of product to support the increase of sales.
- Hire and train new staff before the busy season begins. Be sure you schedule adequate staff to support the peak hours. Shoplifting tends to increase at this time of year, so consider hiring or increasing store security.

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.

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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.

SPECIAL PROMOTION

Gift 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. Gift cards meet this requirement and then some.

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

Gift cards have become enormously popular in Canada and are clearly taking Retailers and Consumers by storm. With the Gift Card market set to grow 20% annually for the next four to five years, it is critical not to miss this opportunity. Our BNA Gift 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, or visit
www.bnasmartpayment.com
for more information