



POINT OF SALE UNIVERSITY



Introduction to Point of Sale University

The right POS software can make a huge difference to your store or restaurant. It can also be hard to find. The market is confusing and the enormous range of features and price points makes it difficult to compare systems. That's why we have created [Point of Sale University](#) - your definitive guide to all things point of sale.

The core curriculum of Point of Sale University consists of eight video lessons that will teach you some of the most important things for you to consider when evaluating point of sale systems. In addition to the videos, we've also put together this companion piece that can serve as your 'study guide' and allow you to have the most important bits of advice easily accessible in writing at any time.

We hope you find it helpful!

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Lesson 1: Transactions

Ring up a sale might be the most basic thing you can do with POS software, but the way that your system handles transactions is often a leading indicator of how well-designed the entire system is.

Leading edge POS software is essential for your small business, whether you're running a full-service restaurant, a clothing boutique or a food truck. A good system will help you track employee punctuality and performance, make purchasing and pricing decisions, and have clear, real-time data about sales trends. But before you get into any of the more complex functions and features that a system can offer your business, it's important to consider the core competency of the software you're looking to buy: how well can you ring up a sale?

Why Does This Matter?

The point of sale environment is one of the most crucial in any store or restaurant. Accepting the customer's payment is your final opportunity to convert a one-time patron into a repeat customer who generates positive word-of-mouth for your business. The last thing you should be doing at this point is struggling with an unintuitive user interface - you should be smiling and engaging your customers.

A Navigation

The user interface should be as simple and straightforward as possible. If you have to hunt for the right key or area of the screen, even for a second or two, that's a bad sign. A quality point of sale system should allow you to intelligently group your items using color coding and pagination, so you can find what you're looking for quickly.

B Speed

In quick service restaurants or busy retail environments, you can expect to perform up to 100 transactions per minute, so the speed of each transaction is paramount. And remember, this isn't just about the speed of the basic transaction flow - it's about how quickly you can carry out more complex functions such as returns and discounts (more on this in a second).

C Flexibility

It's one thing to be able to ring up a burger, but can you deal with a burger that has tomatoes, onions, extra relish, with no mayo? A good system should allow you to use 'modifiers' to amend each item. Not only does this allow you to accurately track your customer's specific order, it also means that you can upsell add-ons like whipped cream and accurately track increased the price increase in your system.

D Tender Types

60 percent of retail customers pay with a credit or debit card and they tend to spend more when they do, so it's something you want to encourage. Your POS system should integrate with your preferred credit card processor and allow you to accept all major credit cards. It should also enable you to accept and track payments made by cash, checks, gift cards, as well as modern mobile payment technology, such as PayPal. Additionally, splitting checks and/or paying with multiple tender types should be a built-in feature.

E Open Checks

Restaurants and bars must have the ability to store information for later payment. Instead of paying for drinks by the round or food by the course, the customer, of course, just expects one bill at the end of the night. It's important that you can open a check, keep a tab running, and close it out easily when the customer is ready. Remember: this functionality isn't only relevant to restaurants. Customers will leave their wallet in the car or find themselves needing another item before they can finish paying - and you want to be able to save that sale, move on to other customers, and pull the original customers ticket up when ready.

F Discounts

Once you've understood how well the system copes with a basic transaction flow, you'll want to consider some of the tools you'll need to edit that transaction.

Customization is key. Can you discount the steak because it was overcooked but charge full price for the rest of the meal? Can you discount by a percentage as well as a dollar amount?

G Returns

Like the payment, the process should be quick and easy: pull up the prior receipt, edit it and process the new one.

Remember that you'll be training new employees to use the system, and relying on them to be the face of your business. Find a system that lets your staff focus on your customers - not on the screen in front of them - and you can't really go wrong.

Accepting the customer's payment is your final opportunity to convert a one-time patron into a repeat customer who generates positive word-of-mouth for your business.



Lesson 2: Inventory Management

Running a profitable small business is really about two things: driving revenue and controlling costs. A quality point of sale system should help you do both - through intelligent inventory management.

To be technical, inventory management is the process of tracking the ordering, storage and usage of the items that you sell. The idea is to always have just the right amount of an item. If you don't have enough stock on hand, you risk losing out on a sale. And if you have too much stock, you risk theft, 'leakage', and ultimately not being able to sell the items and recoup your costs.

Whether you're running a clothing retailer or a full-service restaurant, if you can't marry up the inventory that's costing you cash with the sales that are bringing cash in, you'll never be able to optimize towards profitability.

Simply stated, a point of sale system should make you smarter about the physical goods that flow through your business.

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Inventory Management's Holy Trinity

The Psalmist wrote that a tree that's rooted in strength will prosper. Although he was talking about spirituality and not cash flow, the same principle certainly applies. Time, money and data are your three main tap roots. Keep them watered, and you'll be good to go.

When you're evaluating a new system, at the absolute minimum, it should make a positive contribution in each area. Don't settle for less. Here are a few specifics to consider:

A Inventory Tracking

You should be able to easily upload your inventory into the POS system en masse - and you should be able to edit and update this inventory in bulk whenever necessary too. You'll often want to make an update to more than one inventory item at a time, so this functionality is an important time saver. The system should then automatically match sales data with inventory data, giving you real-time information about what you have on hand. There's nothing worse than losing a sale because you don't have an item you thought you did.

B Raw Goods

If you're a restaurateur, you'll need a slightly more sophisticated setup - one that doesn't just count hamburgers but also keeps track of all the raw ingredients that go into your hamburgers, e.g. onions, lettuce, buns, cheese and so on. Again, businesses that put smart raw goods tracking in place are often able to make immediate savings by reducing unnecessary orders on items that just aren't selling.

C Margin Tracking

This is one of the more important functions of a good POS system. You'll have to watch your margins very closely, especially when you first get started. Assume that a supplier raises the price of a wine bottle from \$13 to \$18 without telling you (This happens more than you might think!). If you don't immediately account for the difference in your retail price, and continue to sell the bottle for \$22, you'll end up with a far lower profit margin. You can get through an entire holiday season thinking your sales are going strongly - only to find out that your bottom line just hasn't moved.

Your system needs to help you stay on top of the numbers at all times. If you're not getting accurate information, you're making bad decisions.

D Ordering Supplies

Your POS system should provide what's known as a 'reorder report' that lets you know when you're running low on particular items. Inventory management is never going to be an exact science but the more real-world data you can get your hands on, the better you'll get at predicting sales levels and ordering accordingly. Your POS system should be your partner in this area.

E Barcode Scanning

This is a logical must-have for retailers. And it's not just about making it easier to ring up your items. If you're not integrating SKU information into every aspect of your business, you're not getting enough information on what's selling well - and what isn't.

Remember, not all barcode scanners are created equal, so make sure to choose one with good reviews.

Simply stated, a point of sale system should make you smarter about the physical goods that flow through your business.



Lesson 3: Customer Tracking

Successful businesses are built on repeat business - and repeat business comes from establishing amazing customer relationships. A POS System with built-in CRM tools is therefore a must in modern small business.

Customer relationship management (CRM) is an umbrella term for all the interactions you have with your customers before, during and after the sale. Good CRM software can help you collect and manage your customer details and help you to identify your most valuable customers. The end result is that you'll have a better understanding of your potential customers and their spending habits and have the information you need to leverage that data - through email marketing, social media marketing, targeted promotions, and more.

In short, CRM helps you to convert occasional buyers into regular customers.

A Cost

Attracting a new customer can be up to 15 times more expensive than keeping an existing customer. So, while making a good first impression is hugely important, developing an ongoing relationship with your customers may be even more vital. CRM uses tracking and monitoring features to help increase the likelihood of return visits. And research also shows that the more familiarity a person has with a business, the more money the person is likely to spend.

B CRM In Your POS System

You should be able to enter the customer's name and contact information at the time of sale, track purchase history and then use that data to better manage inventory and pricing.

C Collecting Customer Data

The first, and some would say, hardest job in CRM is collecting customer data. Many customers are reluctant to part with their email address and in a busy retail or quick serve environment it can be hard to find the time to collect names, phone numbers, emails, etc. This is where a well designed point of sale system can help. When you're assessing point of sale systems, take a look at how quickly you can input new customer emails - and retrieve existing customers' emails right from the transaction screen.

Note: None of the more sophisticated CRM tools work if you don't collect customer emails at the point of sale. It is crucial that you start associating each transaction with a customer. Why is this important? Keep reading...

D Customer History Tracking

According the classic business school adage, 80% of your business is probably coming from 20% of your customers, so your POS system should be able to identify your top customers quickly and easily. This means it should be easy to run item-level reports and identify a list of all customers who bought a particular item. This kind of data is really valuable when planning email and other targeted promotions It should also be easy to see how frequently a customer has bought something from your business and how much money they have spent.

E Import / Export

How important is email marketing? Just ask some of ShopKeep's competitors. We provide tools that allow small businesses to collect customer emails easily and then use that data freely. A lot of our competitors, however, look to keep this data for themselves. So, when you're looking for a point of sale system, make sure to check out their terms and conditions and make sure your system let's you collect - and 'own' - your customer data.

What do we mean by 'own'? We mean that your mailing list should be easily accessible and exportable from your POS System. That way you can use your mailing list in email marketing tools like MailChimp, Constant Contact, and MadMimi. If you'd like to know more about email marketing, you can check out the ShopKeep Masters Series guide, '[Email Marketing for Small Business](#)'.

F The Power of Email Receipts

This is an important extra that many customers appreciate. In addition to paper receipts, you should offer email receipts. You might save your customers a few hours at tax time, and also get their contact information without having to pry for it.

The good ol' receipt has come along way in the past few years. Gone are the days of boring, smudged black-and-white ink on wrinkled paper. A quality modern POS system should offer HTML, 'custom' email receipts with things like your logo, personalized messages, branded promotions, and links to your online Yelp, Facebook and Twitter profiles. After every purchase from Amazon.com consumers are used to receiving an 'invoice' email that is also a subtle branding reminder and sales opportunity for Amazon. Small businesses now have that same opportunity with the modern email receipt. Your customer will have a receipt in their inbox that contains easily accessible directions and branded promotions - and that simple fact will facilitate and encourage repeat business.

You'll have a better understanding of your potential customers and their spending habits and have the information you need to leverage that data.

G Gift Cards

Gift cards are good for repeat business, good for cash-flow, and, ultimately, good for your bottom line.

Customers are shown to spend more than 60% over the original value of the gift card - and they provide an amazing mechanism to drive repeat custom in your store. Plus, anything that can make customers give you cash in advance is a very, very good thing. Make sure your POS System comes with integrated gift card support. Remember, this doesn't just mean the ability to offer and redeem a gift card, this means sophisticated tracking of what that gift card represents in accounting terms: a liability. Choose a POS System with integrated liability tracking and you'll save you and your accountant valuable time.

Sometimes business is simple. If you make customers happy and stay in touch with them regularly, they are more likely to come back to your store or restaurant - and more likely to drive your revenue growth. Choose a POS system that makes this process easier, with high quality, easy to use CRM tools.



Lesson 4: Employee Management

There's no better way to ensure happy customers - and hence repeat business - than to have a happy, motivated, and well-trained staff. And believe it or not, a point of sale system can be a vital aid in helping you monitor, educate, and remunerate your staff efficiently.

Employee management software has advanced far beyond the basic time clock. In addition to keeping track of working hours, an effective POS system can track performance through 'sales by employee' reports, as well as offering busy business owners the tools they need to effectively manage staff at any time.

A Training

Your employees must be able to use the POS system as easily as you do. Ideally, the interface should be so intuitive that you have to do very little actual training. As a rule of thumb, have your POS up and running at least six weeks before opening. If your employees don't "get it" right off the bat, switch to another system. The good news here is that the widespread adoption of iPad-based POS systems means that most young retail and hospitality employees are already well up to speed on this technology.

B Time Managment

The old punch clock is not dead, but it has been given a new body. Your POS system should have built-in time clock functionality. You should be able to view this information wherever you are, so cloud-based functionality is important. You should be able to take your kids to school in the morning safe in the knowledge that your store is open and fully staffed.

Ideally the system will provide data that easily flows into your online employee scheduling and payroll tools. This will save valuable time each week. And as any good business owner knows, Time = Money.

C Employee Level Reporting

Every business has good and bad employees, to one degree or another. Make sure you can identify your top-selling employees and incentivize them to keep up the good work. Equally, make sure you can identify those who are struggling to make sales and engage them in more training. Payroll is, on average, the largest cost center in a small business, so you really can't afford to carry underperforming employees. Identify the poor performers, train them up, and if they aren't improving, consider replacing them. Most small business owners know this process is important, but often struggle with dropping the axe. The right POS system can give you the information you need to base your decision on real data - rather than intuition or emotion.

D Employee Monitoring Using Transaction Level Data

Your system should capture and store all the relevant data at the time of sale: total sales amount, discount applied, time of sale and, most importantly, the employee who entered the transaction. If there are any questions later, you'll know exactly where to go. The reverse also applies if there's an employee to be commended for making a good on-the-spot discount call, i.e. a customer was offered a discount because of a substandard product.

E Internet Access

While you don't necessarily want your employees distracted on the job, a modern point of sale system should come with easy internet browser access as standard. Customers expect employees to be able to research information on the spot - and your point of sale system should help. For example, an employee who can give additional information about a bottle of wine is a much better salesman.

There's no better way to ensure happy customers than to have a happy, motivated, and well-trained staff.



Lesson 5: Reporting and Analytics

Most small businesses have a need for two core types of reporting: 'bookkeeping and accounting' and 'business analytics'. A good point of sale system can take the heavy lifting out of both.

Fastidious bookkeeping is a vital (and legally obligatory) element of your business reporting. It can also be a huge headache. Historically the process of getting your data from your point of sale into accounting software (such as QuickBooks or Xero) has been a time-consuming one - but nowadays there are a range of POS systems out there that offer direct integrations with the accounting software of your choice.

While the time saving made here might seem like the most important way a POS system can help your business, it actually pales into insignificance in comparison to the power of business analytics.

At its heart, business analytics is controlling and monitoring the flow of information in your business and using the insights you glean from that data to make intelligent decisions. This can be about inventory levels, employee scheduling, or even just the effect different music has on in-store sales. Getting up close and personal with this kind of business data is the surest possible way to get smart - and drive additional revenue.

So, What Should You Be Looking For?

A Accessibility

Once upon a time, business data was stored on local servers that could only be accessed from a single location. If you wanted to run a check on your store sales you had to be physically present in your store. In contrast, modern POS systems have a cloud-based interface with all information stored securely online and accessible anywhere.

B Capturing Needed Data

It's important to fish with a very big net. Your POS system should be able to capture every detail of every transaction, so you can build up an accurate picture of what's happening in your business.

C Data Interpretation

In addition to capturing the data, the system should be able to generate targeted reports in an easy-to-follow format. Moreover, you should be able to quickly customize the format and filter the incoming data. Don't be lulled by the siren's song of advanced functionality, and crash on the rocks of abstruse and overly-complicated reports that are difficult to interpret. The best data is action oriented, so simple, actionable reports are key.

D Item-Level Reporting

Business analytics is not just broad sales figures and monthly trends. Item-level reporting, or the minute details about individual transactions, is every bit as valuable. That's the best way to learn what products and services are selling. Once you've mastered the big picture, don't forget to pay attention to the details.

E Integration

QuickBooks is pretty much the gold standard for accounting programs. If you're running a small business in North America, you probably have this software on your laptop. Your POS system should work with QuickBooks (or any other accounting software that you may use). That will save you a lot of time, when it comes to reconciliation and other accounting chores.

Knowledge is power, so be sure your POS system gives you as much knowledge, and power, as possible.

Getting up close and personal with business data is the surest possible way to get smart - and drive additional revenue.



Lesson 6: Hardware

The cost of point of sale hardware has dropped precipitously over the last few years but the purchase of printers, cash drawers, and other related accessories still forms the bulk of most business owners' initial financial outlay.

Whereas a standard Windows-based POS system will cost you in excess of \$10,000, a cloud-based system can often be purchased for less than \$1,000. This massive reduction in price is the result of two huge changes in the industry. First up, the iPad. Windows-based touch screens were ferociously expensive - and notoriously unreliable. The iPad can be had for as little \$300-400.

The second big change is the cloud. Most old fashioned POS vendors operated a kind of hit and run model. They hit you up for cash, selling you expensive hardware, expensive software and expensive support. They then ran for the hills if anything went wrong. This is largely why ShopKeep's founder decided to build his own POS solution. The dramatic drop in upfront hardware costs has led to the mass adoption of a different business model: the monthly subscription rate. In this case you pay for hardware up front and then pay a monthly fee to access the software. This has opened up the world of point of sale to a whole new raft of aspiring small business owners.

However, just because it's now a little easier to afford, it doesn't mean there isn't still a lot to consider when choosing point of sale hardware.

A Basic Hardware

As indicated earlier, POS systems are not one size fits all. The hub of your point of sale system is your touch-screen register. Most businesses also purchase certain core hardware accessories, including:

- Credit Card Swiper:** About two-thirds of your sales will probably be credit or debit card transactions, so be sure you have a swiper that can handle that volume and a bank that won't charge you an arm and a leg.
- Cash Drawer and Receipt Printer:** It's easy to get seduced by new payment technologies, but good old-fashioned cash is still critical for any business. We aren't a paperless society... yet. Your watchwords with this hardware are reliability, security, and integration.
- Wireless Router:** Be sure you have plenty of bandwidth. If you have a lot of workstations, plan on having more than one router.
- Security System:** While no one will try and take your barcode scanner (probably), be especially mindful of tablets and other devices. You can purchase stands that fasten securely to your cash drawer and you should also consider installing an extra lock on the stand.

B Does It Integrate?

The best hardware available does little good if the components don't work together properly. Make sure that your register can open the cash drawer and tell the printer to print a receipt. To this end, it's vital that you choose your point of sale provider first and then go with the officially recommended hardware. This way you'll end up with the smoothest and most reliable overall setup.

C Hardware by Business Type

On top of this you'll need different hardware depending on your business type.

If you have a kitchen or second work station where you need to send orders you'll need a kitchen printer. This allows the kitchen to get started on each order straightaway - without waiting for a note from front of house. By contrast, a bar code scanner is probably not required in most restaurants but a virtual must-have for clothing retailers.

D The Real Cost of Hardware

Although the costs quickly add up, remember that the right hardware will last for years, and so it truly is an investment. When you're counting the cost, be sure and consider the total price, including ongoing costs like subscription fees and processing fees. Be advised that there are any number of vendors who'll offer steep initial discounts in exchange for long-term contracts with one-sided terms. Be on the alert for hidden costs as well, such as customer support fees, supply costs, licensing fees and installation costs.

It may seem like a no-brainer, but it bears repeating: **I** be sure you buy from a reputable vendor who always answers the phone when you call (24/7) and has a physical place of business.

Your hardware will be the backbone of your business, so choose wisely. By making a good decision now, you can save yourself a lot of headaches later.



Lesson 7: Security and Fraud Prevention

Target lost more than \$148 million and counting from an easily preventable security breach in December 2013.

In addition to the direct costs, Target reported that its stockholder earnings dropped 78 cents per share in the second quarter. One analyst predicted that the total direct costs could eventually exceed \$1 billion. The company's CEO, Gregg Steinhafel, resigned under pressure in May, 2014.

The Target incident is just one of the major data breaches the retail industry has seen in the recent past. Subway, Nieman Marcus and others have also been victimized. The lesson is clear: any place that money changes hands is a target (no pun intended) for criminal activity. So, when choosing a point of sale system for your business, make sure to do your due diligence and ask some of the following security questions:

Any place that money changes hands is a target for criminal activity.

A Are you PCI Compliant?

All companies involved in the transmission of money in-store must conform to the nationally recognized, government-approved [Payment Card Industry Data Security Standard](#). This might sound like a bit of a mouthful but in a practical sense it means this. When you're on the phone with your point of sale provider, ask them this question: 'Are you PCI compliant?'. If they say no, hang up. It's really that black and white.

Broadly speaking, compliance has three components:

- Assess cardholder and customer data
- Remediate any shortcomings and do not store credit card data
- Report to the card brands and banks you do business with

B Is your POS system based on Windows XP?

As of April 2014, Microsoft is no longer providing support for this once venerable operating system. So, if you're running an XP POS, it is technically not PCI compliant. Even worse, since the company is no longer offering security patches, your system is highly vulnerable to attack - even if you have antivirus installed. Don't buy a Windows XP POS and if you have one, you need to seriously consider moving to a new, more secure system.

C Are You Based on the iPad?

Apple products run a closed ecosystem which makes them nearly immune to virus attacks. That's the reason the salesman didn't try to sell you an antivirus suite when you bought your Mac. The newer iPad is even stronger and much more affordable than a Windows system, making the iPad a very attractive choice.

D Where Does Your System Encrypt Data?

Think about watertight compartments in a ship. If only one is compromised, the vessel won't sink. Inside your POS, information should only travel as far as necessary. Magtek makes a swiper that encrypts all relevant information at the time of swipe, so only certain information ever passes on to the iPad itself.

E Bonus Question: Does Your System Help Reduce Employee Theft?

Have you gone into a store recently that gives you something free if you don't get a receipt? The company is not being altruistic; the company is trying to reduce employee theft. By forcing the clerk to produce a written receipt, the company is ensuring each sale is being rung up in an accurate and full manner.

If your cash register doubles as a petty-cash depository, which many do, be sure there is a tracking measure that reports how much money goes where, and who took it.

Data security is one of your most important investments, so make sure you have this system in place well before you open for business.



Lesson 8: Credit Card Processing

Although we're not a paperless society yet, and it's tempting to avoid paying high processing fees by only taking cash, it is really important that your business accept credit cards to stay competitive.

First of all, there's the incremental revenue to be earned. Study after study has shown that consumers spend more money if they're using non-currency, like credit cards. Visitors to the county fair have to buy food and ride coupons not only to cut down on pickpocketing, but also so people don't realize that they're paying \$5 for a hot dog. Then, there's the convenience factor. The two or three seconds that a credit card shaves off the transaction time can be the difference between a sale and no sale - between a satisfied customer and one who spent too long in line.

Finally, consider the cost of cash. If you have to hire an armored car service or constantly send employees on risky runs to the bank, it may be cheaper to pay the credit card processing fee.

So what should you be looking for in a credit card processing provider?

A First the POS, then the Processor

Well, the first and most important thing to stress is this: choose your point of sale system first. Find a point of sale system that meets your needs. As we've covered in the previous lessons, there are a huge range of benefits to a quality point of sale system, so you don't want to just suffer the POS System that comes bundled with some sub-standard processing bundle. Find the POS first, then the processor.

B Flexibility is Key

The flipside of this dynamic is that you need to choose a POS System that works with multiple credit card processors. The world of credit card processing is complicated and it's easy to end up with the wrong deal. However this needn't be the end of the world as long as you've chosen a POS System that integrates with multiple processors - and which lets you switch without any issues.

C Upfront Fees

Walk away if the provider wants to charge installation or setup fees. These things are simply not industry standard.

D Your Processing Rate is X.X% Unless...

The devil is always in the details. There are more than a few processors out there who will offer you an attractive headline rate only to then have a secret list of reasons why the rate doesn't apply in certain situations.

Be alert for a few common terms, such as *monthly minimums* that require a certain volume in order to qualify for a discounted rate. *Qualified cards* is another frequent clause: the cheap rate only applies to a few credit or debit cards issued by a few financial institutions.

E Funding

Though it may seem counterintuitive, don't work with a processor who allows you to start processing right away. Reputable processors are backed by banks who perform an underwriting check on your business, which can often take up to two days. This check is done upfront for a reason. The App Store is littered with reviews of people who have been 'wowed' by the convenience of starting up quickly only to have their funds held for weeks if not months.

To avoid meeting a similar fate, make sure there's a big bank involved, like Wells Fargo or Bank of America - and make sure you are properly evaluated before you start processing. It's a short term pain, for a very real long term gain.

F Getting the Best Rate

First, know the ground rules. Each card you swipe, from a Mastercard to a Walmart gift card, has a different wholesale price. The provider usually calls this price the “interchange rate.” Some companies are more transparent than others, so don’t hesitate to ask questions. Processing rates are sort of like insurance premiums: the company assesses your risk (or, in this case, estimates your sales volume and projected average ticket size) and charges a rate based on that assessment.

As a rule therefore, you should be careful when confronted with a one-size fits all, ‘flat rate’. By their very nature these deals are great for some merchants but suboptimal for most - that’s how the processor involved makes money. It’s nice to have a feeling of predictability, so these flat rates can be very seductive but that predictability comes at a very real cost for most serious small businesses.

As a rule of thumb, stick with interchange-plus providers. There’s an emphasis on transparency. Interchange-plus processors tell you their exact wholesale costs (i.e. the price they are paying to the card providers) and their margin, i.e. the ‘plus’, so you can perform a true apples-to-apples comparison when you’re looking at different plans.

Note: If you remember nothing else from this section, remember this: don’t accept setup fees or termination fees and make sure to work with a POS system that works with any credit card processor - that way if anything goes wrong, you’ll have the freedom to switch without penalty.

We hope you’ve enjoyed Point of Sale University and have learned a little something about how to evaluate and choose the right point of sale for your business. If you’d like to learn more about point of sale and how it can benefit your business, you can speak with one of ShopKeep’s dedicated point of sale specialists by calling 888-250-3617.



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