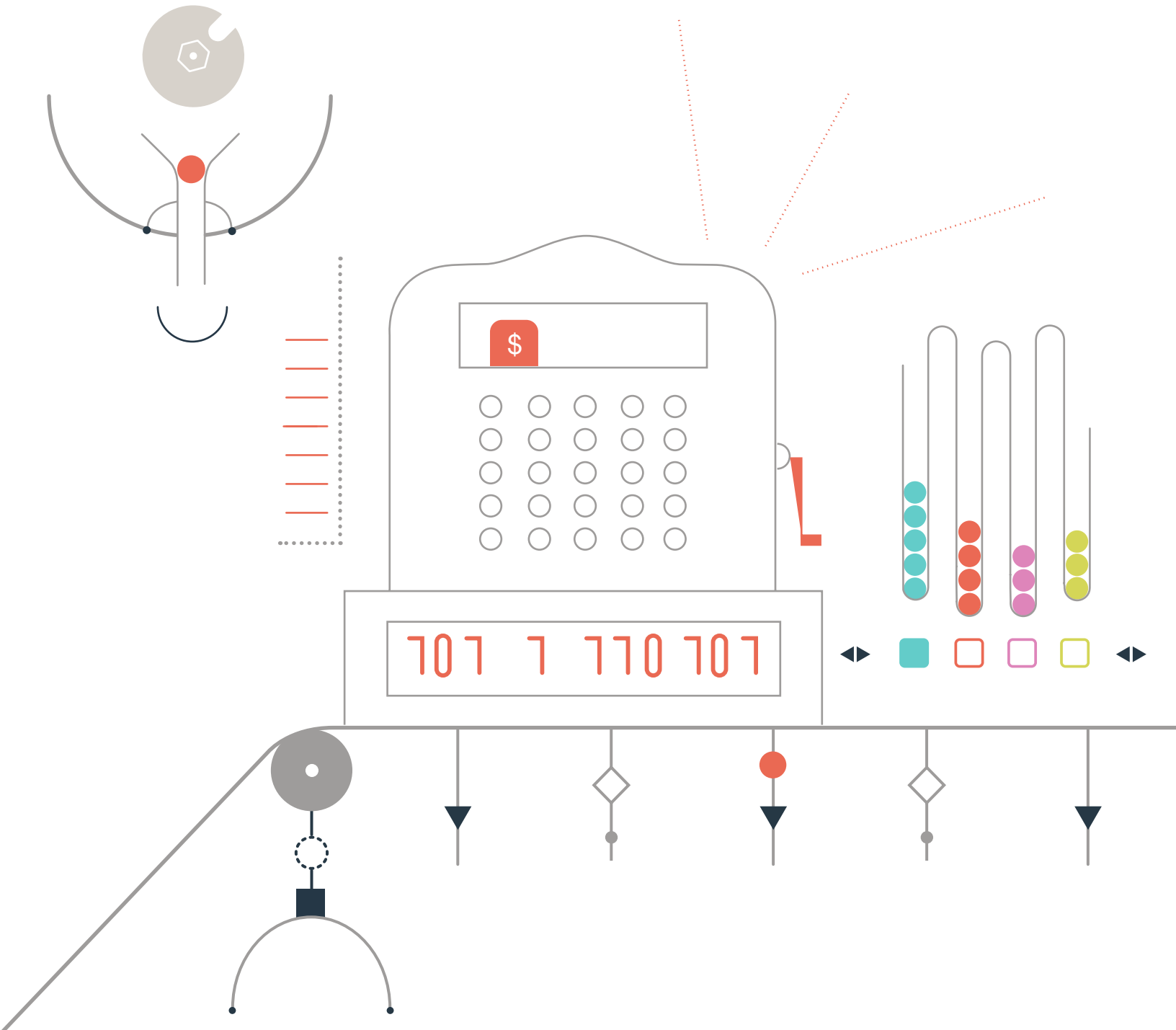




springboardRETAIL

## POINT OF SALE

How to sell more using 5 fundamental strategies.



GROW PROFITABLY & THRIVE

## INTRODUCTION

Let's set the baseline. Retail has changed, continues to change, and will be in flux for many years to come. Now that we've acknowledged the obvious, let's do something about it.

As a growing brand or retailer, you're keenly aware of the seismic shift that began with the internet age and continues with a constant stream of new technology and concepts. And, with the rise of the Millennial generation, there's been a profound change in consumers' attitudes and expectations around shopping. This, coupled with the abundance of inexpensive, readily available merchandise from around the globe, and you've got disruptions at every turn.

Yet, retailers who embrace these changes by shifting to an agile mindset, embracing technology and focusing obsessively on the customer, are thriving and growing despite the headwinds. Choosing POS software that acts as a hub and provides the data-driven insight for strategic decisions is imperative. But equally important in boosting retail sales performance is the attention you pay to how you **hire, train, sell, report** and **engage**. In this retail sales guide, we'll look at the best practices, tips and techniques necessary to sell more and thrive.

## 10 Key Ways Retail has Changed Forever.

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1. Consumers are buying more online for price, convenience, choice and habit.
2. Consumers are brand savvy, yet less brand loyal than ever.
3. Consumers often know as much or more than sales associates.
4. Consumers expect a seamless omnichannel shopping experience.
5. Consumers expect personalized and relevant interactions with brands.
6. Consumers like to socialize with brands — on social media.
7. Consumers trust reviews and opinions more than ever.
8. Consumers expect brands to be optimized for mobility.
9. Consumers demand security, speed and ease at checkout.
10. Consumers want immediate gratification.

# “The customer experience is the next competitive battleground.”

~ Jerry Gregoire, CIO, Dell

Yes, consumers expect a lot now. With the retail cycle moving 3-4X faster than prior decades, it's critical that retailers remain agile and proactive in order to compete for market share. The good news is there has been a lot of positive change of retailers as well. For example:

- Cloud-computing means retailers can access store data anytime, anywhere
- Retailers can now inexpensively deliver personalized communications at scale
- Retail technology solutions are more affordable and abundant than ever
- Shifts in retail real estate trends have opened up new cost-effective options
- Retailers can stay in front of customers 24/7 with mobile technology
- Advertising costs have declined substantially with the advent of social media
- Social media makes it easier to source and find unique products

There are incredible opportunities available for retailers who are committed to constant improvement, focused on making data-driven decisions, and willing to go the extra mile for customers. Let's start with the basics and learn how to amplify and differentiate through exceptional selling techniques — it all starts with hiring.



One **HIRE** like your future depends on it.

Hiring is the foundation of the sales process, and the cornerstone of your customer's experience strategy. Your associates are an extension of your brand. How they act, interact and engage all say volumes about your organizational values. You cannot afford to leave hiring to chance.

### Know your business.

When evaluating your hiring practices, you must start with really understanding your business — inside and out — starting with what you stand for, what differentiates you, who your customers are, and why you're in business. If you can't clearly articulate the above, then it's time to sharpen your pencil. Regardless if your team is part-time, full-time, or contract, ultimately everyone needs to be heading toward the same goal and marching to the same tune. In today's retail environment, a surly or unengaged employee can cost you dearly, so ensuring you make the right match between employee and business goals is critical.

It takes 12 positive customer experiences to make up  
for one negative experience. ~ [Salesforce](#)

When refining your business strategy, mining your POS sales and customer data is a great place to start. Using historical sales data can help you create unique [personas](#) for your customer base. What are their demographics, what products do they like, how much are they spending, where are they learning about your business, are they referring others? This kind of snapshot will help you tell a compelling story to prospective associates.

### Build your online presence.

You must have a good online presence. Period. Even if you do not sell online, your website or social media sites should give customers a compelling overview of your store, including:

- Contact information
- Store address and hours
- Social media links
- Images of the store both interior and exterior
- Images of the products and brands you carry
- Events calendar
- Mission statement or 'About Us' page

A great online presence will motivate both prospective employees and customers to seek you out. In our mobile 24/7 world, you need to be found virtually. Make the investment, it will reap rewards. If you do sell online, look for platforms that [integrate with your store POS](#) so that you can seamlessly collect data between your channels. Not to mention, an omnichannel solution will help your sales associates easily find and transfer the items customer's want — ultimately closing the sale.

## Find the right people.

When you're ready to begin the hiring process, be sure to develop a job profile. Your description should include the personality traits and experience you are looking for. Outline the tasks for each position and consider looking for employees who can multi-task. For example, sales associates who can also merchandise, help with marketing efforts, or manage your social media accounts.

*What are traits to look for in successful sales people? [HBR](#) says:*

Modesty, Conscientiousness, Curiosity, Tenacity, Goal-oriented, Secure, Calm

With this important work done, you are now ready to post your position. A sign in your store window is great, but don't forget to share it with friends, post on social media, job sites, talk to career advisors at your local college or even create a free Craigslist listing. Get creative and compile as many options as possible.

As you begin the interview process, there are a couple of considerations to remember:

1. Staff for your store traffic, not for an arbitrary store schedule. Whether you are counting manually or with traffic counting technology (like [SpringboardTRAC](#)), you need to have a clear picture of when you are busiest. That's your time to maximize conversions so make sure you have the coverage. In addition, when staffing, consider when you receive merchandise so that you can get it out on the floor as soon as possible.
2. Think of hiring fewer but higher quality associates. Retail expert [Bob Phibbs](#) says, "Hire people to work more hours, more shifts. While most retailers think they should hire lots of part-timers to maximize their flexibility, that often means you have more employees who are disengaged from your brand's success."

[Rob Markey](#), partner and director at Bain & Company, says, "...it's almost always better to run understaffed for a little while than to rush and hire someone who doesn't bring the sort of human-connection skills that form the foundation of strong customer relationships. It is far worse for your customers to encounter a surly or unhelpful employee than to wait an extra minute or two for someone enthusiastic and capable. Moreover, employees with bad attitudes tend to infect the entire organization."

89% Of consumers have stopped doing business with a company after experiencing poor customer service. ~ [RightNow Customer Experience Impact Report](#)

## Use the interview as an opportunity.

When you've made the decision to bring in a candidate, make sure you make the most of your time with them. Experts encourage retailers to walk the floor with prospects and get a feel for their demeanor and how they interact with customers. Sitting in the back office rehashing a resume is not a great way to see if this person will be a good fit. Move around, introduce them to other associates, learn who they are as people - introverted, extroverted, confident, curious etc...

It costs, on average, \$3,328 to find, hire and train a replacement for a \$10/hour retail employee. ~ [CAP study](#)

## 10 Great Interview Questions

1. What is your connection to our store?
2. What do you think differentiates us from competitors?
3. What does good customer service mean to you?
4. What is more important—a good product or friendly service?
5. If you disagreed with another employee, how would you handle it?
6. Why do you love retail?
7. How do you like to approach customers?
8. How would you handle an upset customer?
9. What kind of shopping experience do you like to receive?
10. Give an example of how you would personalize your interactions with customers?

In the end, don't settle; find that perfect fit even if it takes a bit more time. Retention is a huge issue in retail, with studies showing a [median turnover rate of 67% for part-time retail employees](#). Once you've hired, the work is just beginning. Over time, consider how you can help develop your new hire to ensure they become emotionally invested in their job.

Two **TRAIN** for process, product and behavior.

You've spent considerable time sourcing great talent for your business, now is the time to ensure your team is customer focused, productive and engaged. Onboarding is key to ensure you're optimizing your sales potential. Prior to an employee's start date, develop a training schedule that includes these 3 components.



**Operations** — Includes training on POS software and other retail platforms, store operations like opening and closing procedures, emergency protocols and HR details, like their benchmarks for success and individual responsibilities.



**Product** — Includes exposure to the different brands you sell and specific product training of your top 25 most popular items as well as add-on and up-sell strategies.



**Behavior** — Includes a step-by-step engagement plan, like how to greet, engage, and close a sale. Training on types of customers and how to tailor sales strategy to their needs, how to handle demanding or upset customers, and how to spot and deter theft.

Ultimately, your training must encompass both hard and soft skills. The investment is worth it. The end result will be higher conversion rates, more units per transaction (UPT), and fewer markdowns!

“Whether you are big or small, you cannot give good customer service if your employees don’t feel good about coming to work.” ~ *Martin Oliver*

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#### PRO TIP

Choose a POS partner that can support you in the technology training process with [on-demand training resources](#), like video tutorials and webinars. Top retailers also create a quick reference guide for their POS software and keep it handy during training & check-out. In developing a training program, consider these important elements:

- Clearly state what the desired outcome is for the employee
- Consider how you can incorporate role play into training
- Explicitly share your vision of an exceptional customer experience
- Build in motivational aspects, like perks and rewards
- Incorporate learning opportunities or paths for growth

While it’s critical to share clear expectations for sales and customer service, sales experts agree that allowing room for individuals to contribute and add their own personality is also important.

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## Boost sales by understanding shopper types

Everyone has different shopping preferences which may vary by product type or time of day. For instance, when shopping for a tech gadget, I may want a lot of knowledgeable help, promptly. Whereas when shopping for clothing, I might want to browse quietly with few interruptions.

Understanding the different types of customers can help your team know where to focus their energy and why. According to sales expert [Mark Hunter](#), there are 5 different types of customers: loyal, discount, impulse, need-based, and wandering. Let's take a deeper dive into these types and learn how to sell to them.

70% Of buying experiences are based on how the customer feels they are being treated. ~ [McKinsey](#)

**Loyal Customers** • Representing 20% of your customer base, this group can account for more than 50% of your sales according to Hunter. Retaining this group is critical, especially when you consider that according to [Bain & Co.](#), a 10% increase in customer retention level can result in a 30% increase in revenue.

- > Use POS sales data to identify this group
- > Segment and create a regular & personalized marketing approach
- > Solicit their input and tailor your buying and merchandising decisions accordingly

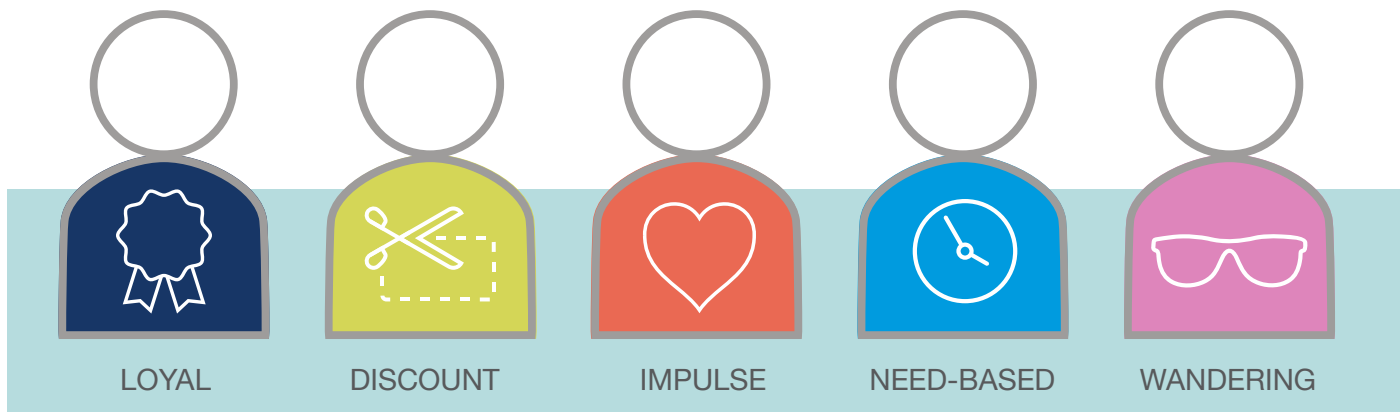
**Discount Customers** • Although they are often frequent shoppers, markdowns drive their decision making process which can deeply erode margin. However, they are drivers of inventory turnover and can be key to your cash flow strategy.

- > Use POS sales data to identify this group
- > Segment and create sale communications geared to this group
- > Ensure your return policy is structured to minimize sale returns

**Impulse Customers** • Without any particular agenda, this group will buy when they feel good. Creating an exciting store experience is key to amplifying their spend.

- > Gear merchandising and in-store marketing efforts to this group
- > Capitalize on their spontaneity and design ways for them to share their experience instantly
- > Plan store events and opportunities to excite and drive this group towards loyalty





**Need-Based Customers** • This is the customer who has a specific purchase in mind and needs prompt, knowledgeable help. Employees should be trained to spot this group quickly and treat them exceptionally well, as they can become loyal customers once they know their needs are met painlessly.

- > Product training is key when it comes to serving this group
- > Checkout should be quick and painless, having mobile checkout is a plus
- > Enroll this group in an email campaign designed to bring added value to their purchase

**Wandering Customers** • The majority of a store's foot traffic comes from browsers looking to be a part of the community. Not a huge source of revenue for stores, and store location often is a driving factor.

- > Provide a friendly, welcoming environment for all shoppers
- > Find ways to make this group feel a part of the store with non-product related interactions
- > Know when to just let a customer browse and focus energy on other customers

Teaching sales associates which customers to focus on and why can impact your bottom line and will help tailor the customer's experience appropriately.

Ask these 5 questions when designing your customer experience roadmap.

1. What do you want customer's initial store impression to feel like?
2. How and when will your sales team approach customers?
3. What does the pathway to purchase look like?
4. How will you facilitate the sharing of feedback about your store?
5. When and how will you re-engage with customers to build loyalty?

### Use your POS data to boost sales and productivity.

Your POS software should be an active selling tool for your team. Sales goals should be highly visible and easily accessed in a graphic/dashboard type view by the whole team. Sharing and discussing metrics like; Sales vs Plan, Average Transaction Value, Average Margin, Average Items per Ticket, Daily Traffic Count, and Conversion Rate can help to align the team around shared goals.

Consider contests and incentives geared around hitting certain benchmarks, as well as sharing strategies and training when the numbers aren't adding up. In addition, your POS and retail management system should have highly visible alerts so your team knows when items need to be transferred to other store locations or when product needs to be shipped to a customer. Keep inventory fresh by using your [POS alerts](#) to notify the team that inventory has been received and is ready to hit the floor.

### Three **SELL ACTIVELY** while building trust.

The bottom line? Treating customers well, pays off. People buy from people they trust and the best way to do that is by stepping into their shoes and crafting an experience that is all about them. [Bob Phibbs](#), the Retail Doctor, insists a key component is curiosity. In other words, you have to be willing to engage with customers and build a rapport. He divides the selling process into 5 distinct parts:

**Greeting** — Greet a shopper within 15 seconds, like they're coming to your home

**Contact Point** — Find something in common that allows you to build trust

**Questions** — Pose a question that helps you understand their wants and needs

**Features & Benefits** — Share the features but focus on the benefits (how can it make their life better)

**Closing** — Close the sale by literally asking for it, "Can I wrap this up for you?"

When you boil it down, sales comes down to building relationships as a means to building trust. To do this well you have to study human nature and genuinely show an interest in people. Why are they shopping today? What has their day been like? Are they happy and excited? What brought them in your store? Each customer is different, so quickly assessing and understanding their demeanor, personality and preferences is critical.

"Here is a simple but powerful rule: always give people more than what they expect to get." ~ Nelson Boswell

### Sales Strategy: Helping is the New Selling

But please don't start with, "can I help you find something?" I'm sure you already can hear the response you'll get, "I'm just looking." Shut down, cold. When you open with something that is expected, you will always get a rote response, but leading with something unexpected gets people thinking. Think less about what you might sell them and more about how you can help them solve a problem. Ask a question that allows them to open up and share something about themselves, giving you those precious clues to help you engage them. "How's your day going today? Do you have any special summer events coming up? I love your skirt, that is so unique, where did you get it?"

### Sales Productivity: Clienteling as an Active Selling Tool

Perfecting your selling technique is one thing, but you need a robust tool kit to ensure you keep track of all the relationships that you are building. It used to be called the little black book. A sales star's compendium of customer information like contact info, past purchases, favorite color and children's names. Today, it's a tablet or cloud-based device that ensures that the whole team has this crucial customer data at their fingertips, across all channels.

"Research suggests that the average cost of selling to new customers is as much as five times the cost of selling to existing ones. As clients become familiar with a brand, gaining and keeping their interest becomes less expensive. Businesses that recognize this fact know that the best approach to keeping their most valuable clients is superior customer service — and that means clienteling." ~ [Salesforce](#)

"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves." ~ [Steve Jobs](#)

Clienteling software or POS systems with CRM functionality make providing a personalized shopping experience possible across an entire retail enterprise while providing critical data for marketing teams to segment their campaigns. From identifying loyal customers, providing targeted product recommendations, and empowering personalized communications, clienteling is essential to compete in today's retail environment. In addition, clienteling tools also can serve as convenient checkout points, getting sales associate out from behind the cashwrap and on to the selling floor, or facilitating pop-up or event-based shopping experiences.

### Sales Performance: Cross-selling

Training your team to cross-sell or up-sell can give a tremendous boost to your sales and margin. The ability to add on to a sale with complementary product or suggest an alternate product at a higher price point are sales skills that you cannot afford to overlook.

“To really succeed in selling most anything... you need to master the retail selling strategy of selling the value of a product over the price.”

~ [Bob Phibbs, The Retail Doctor](#).

Cross-selling helps you increase your UPTs and make the most of each customer transaction. You can add on with relevant accessories (earrings to match the dress) or with complementary product categories (a great pair of cropped pants to show off those sandals). Once your customer has emotionally invested in the main product they will be more open to suggestions. [Bob Phibbs](#) recommends considering these 4 things:

**Know your pairings** — this begins with thoroughly knowing your product assortment

**Showcase items** — merchandise complementary items together

**Make it relevant** — add-on items should add value for the main purchase

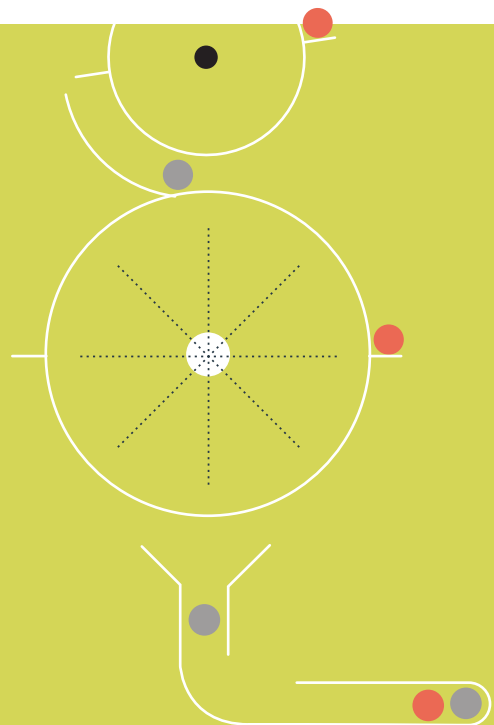
**Be reasonable** — 25% of the main items price is a good benchmark

Up-selling is all about listening, understanding your customer’s needs, and presenting alternate options. You can position your up-sell items as offering more value, making it less about the price and more about what the customer will gain — better quality, uniqueness, higher resale value, etc...

In either case, these techniques demand persistence, a willingness to persevere once a customer has said “I’ll take it.” As you make your way to the cashwrap, a sales associate’s willingness to continue engaging and asking questions is the first step. Identifying other needs, sharing complementary products along the way or just simply asking if they need something else can take the sale in a new directions. But if the customer is done, let it be, nobody likes a pushy salesperson.

## 10 Tips to Improve Sales!

1. Be confident, positive and prepared
2. Interact like you would with a friend
3. Be creative but not cliché in your approach
4. Listen carefully for clues
5. Be honest and share your experience
6. Tailor your pitch for that individual
7. Step up and help solve problems
8. Share benefits over features
9. Add value whenever possible
10. Follow-up and build a relationship



## Four **REPORT CONSTANTLY** to monitor performance.

Using [retail metrics](#) to drive sales performance is a hallmark of top retailers. Beyond the snapshots afforded by a quick-view sales dashboard, using your data to build custom reports is what will help you truly benchmark performance and understand your business.

Look for POS software that allows you to add custom fields to capture data relevant to your business and provides the ability to filter, sort and aggregate this data in whatever combination you need. Gathering data is critical, reporting on this data is what will give you the edge to boost both sales and profitability. Use your data to:

- Monitor store performance
- Compare sales over time
- Build sales plans
- Track employee performance
- Monitor traffic and conversions
- Develop sales contests
- Buy strategically
- Build effective merchandising plans
- Segment customers for marketing
- And so much more!

Sales reporting on a regular basis — daily, weekly, monthly, quarterly, annually — gives you the insight you need to stay agile and proactive. According to retail expert and CEO of [Management One](#), Marc Weiss, “a 2% reduction in mark-downs adds almost a 1% increase to your profit” so it pays to dive deeply into the data.

### 7 Key Data-driven Sales Reports

#### **Gross Profit Margin**

This report is a high level gauge of what you are making prior to expenses. Choose to assess monthly, quarterly and annually. This calculation can help you determine whether or not you need to revise your markup, markdown, promotion or marketing strategies. It also is a great tool for comparing different locations.

#### **Sales Performance by Category**

In this report, measuring Net Sales by Category with Sold Margin Percent gives you a view of which categories are selling the best and how margin compares between categories. At a high level, this report indicates which categories your customers are responding to and whether or not they are performing financially for you.

#### **Sales Performance by Vendor**

Similar to the above report we are measuring Net Sales by Vendor with Sold Margin Percent to assess which vendors are achieving results. This type of report can help you build a vendor scorecard to help ensure you optimize your buying strategy.

The probability of selling to a new prospect is between 5–20%, while probability of selling to an existing customer is between 60–70%.

~ [Marketing Metrics](#)

### **Average Transaction Metrics**

Looking at transaction data such as average transaction value (ATV) and units per transaction (UPT) allows you to pinpoint your average customer spend as well as the number of items purchased. This is an especially useful KPI if you have multiple locations, helping you to visualize the uniformity (or not) of your customer base.

### **Sales by Sales Associate**

You may want to incentivize your sales team through contests to reinforce behavior such as upselling. For instance, you could measure who has the highest number of items per transaction over a period of time. Pull this report through your POS using the specific filters relevant to your contest. You can even do a contest that rewards people for asking (and entering) customer data, like birthday month.

### **Foot Traffic & Conversion Rate**

With traffic counting and conversion metrics displayed in real-time, you can monitor trends over time and schedule staffing more strategically. You'll know which days are busiest and which days are slower, optimizing your headcount. In addition, you can measure the effectiveness of your promotional strategies to get customers into the store.

### **Tickets by Day and Hour**

Along the same lines, you can also run a report through your POS software showing your number of tickets by day and by hour to again determine when you are seeing your peak sales. Add in gross sales and you have a great report to identify when to boost staff and even identify your top performing employees when you compare against your staffing schedule and traffic count.

Five **BUILD LOYALTY** obsessively.

According to the White House Office of Consumer Affairs, on average, loyal customers are worth up to 10 times as much as their first purchase. Considering that statistic, there is no doubt that retailers must develop strong loyalty programs to engage and retain their most loyal customers, as well as grow sales and profitability.

Competition is fierce in retail today; brands and retailers must continuously find new ways to deliver value to their customers and stay top of mind. Using your POS data to deeply know your customers is essential in order to develop the kinds of programs that really resonate for your customer demographic.

Ultimately, loyalty programs should be designed to increase foot traffic, generate more repeat business, and engage customers in the community of your store. Emotion is one of the strongest drivers of loyalty according to a study by Forrester, so really diving in and understanding what elicits an emotional response with your customer base is critical.

## 10 Ways to Boost Loyalty and Generate Referrals



### Take the time to develop personalized experiences

Whether an event, promotion or product launch, it's critical to use your POS customer and sales data to segment your customer base and develop targeted, personalized experiences. There's no doubt that this requires additional work, but the rewards are worth it. Retailer [Scout & Mollys](#), a franchise with over 40 stores, reported an increase in attendance and ROI once they started training franchisees to segment their customer database when developing events.



### Find ways to give your most loyal customers VIP treatment

Concierge services, exclusive offers and unique rewards are all ways to treat your most loyal customers. Considering about 20% of your customers produce over 50% of your sales, it pays dividends to cultivate and nurture that 20%. Find ways to make them feel special and add value at every interaction.



### Build a community around your store

A bike shop that hosts a weekly ride. An athleisure store that has free yoga classes each morning. A homegoods store that offers a flower arranging class. These community building events serve to embed your brand deeply into the community and provide value above and beyond product.



### Cultivate strategic relationships with other brands

Can you collaborate with a local caterer to provide tastings at your next trunk show? Or work with a local charity to run a clothing drive each month at your clothing store. Look around you, what strategic partnerships can you form to help drive brand awareness and expand your base?



### Add a charitable element to your mission

A 2015 Nielsen report found 66% of consumers are willing to spend more on a product if it comes from a sustainable brand. When you add in generational factors, for example 81% of millennials expect their favorite brands to exhibit corporate citizenship, adding a charitable or socially conscious component might offer a boost to your bottom line.

“Targeted communications that are relevant and useful can create lasting customer loyalty and drive revenue growth of 10 to 30 percent.” ~ [McKinsey](#)

“Every great business is built on friendship.” ~ *JC Penny*



### **Pay attention to the little things**

Often it's the details that really stick with customers, so don't overlook them! Lots of moms in your store? Offering a place for their little ones to color can go a long way. Free gift wrapping, a gift registry, a thank you card - all of these things show you really appreciate their business and care about making their day brighter. And guess what: it doesn't go unnoticed, and your customers will return the favor by spreading the word!



### **Segment your loyalty program**

One size does not fit all. Consider segmenting your loyalty program based upon customer profiles and develop programs based upon what matters to that specific customer type.



### **Develop a referral program**

Leverage your biggest asset - your loyal customer base - and develop a referral program. When your customers become brand ambassadors you truly have a powerful marketing opportunity, so make sure you make it easy for them. Successful referral programs are integrated into every customer interaction - find ways to ask for that referral when your customers are engaged and happy with your brand.



### **Keep rewards programs simple and easy-to-use**

Whatever type of loyalty or referral program you decide to implement, remember to keep it straightforward, easy to use, and listen to your customers' feedback. Punch cards, memberships, spend-level rewards, regardless of the program, if it's confusing or full of exceptions it will fall flat.



### **Measure and adjust your program**

You might not get it right on the first try. That's where data analysis comes in, giving you the opportunity to fine tune your program. Build reports using your POS data and look at metrics like how many new members have enrolled over time, which channel is most effective, or which sales associate has signed up the most customers. Use this intelligence to refine your strategy until you get it right.

## THE LAST WORD

Whether you are hiring, training or building a new loyalty program, the key to boosting sales in retail comes down to the fundamentals. First, use data and metrics to really understand your business and deeply know your customers; this will inform your hiring, training, marketing and buying. Everything really. Second, listen. Gather the input of customers, employees and colleagues to uncover creative ways to deeply engage with them on an emotional level. Having highly engaged employees and customers is a recipe for sales success. Lastly, personalize your approach. Whether you're a new sales associate or a repeat customer, all people want to feel that they are heard, respected and valued.

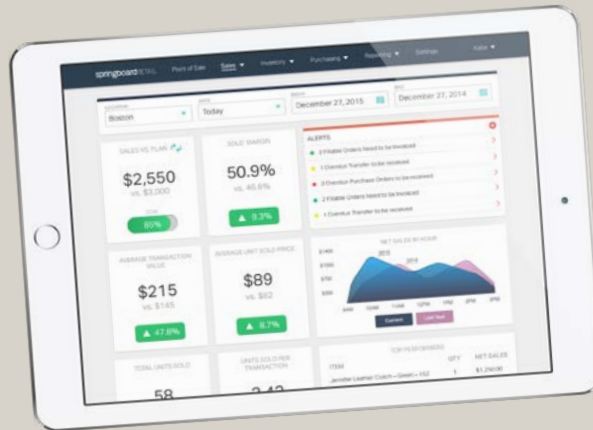




## ABOUT SPRINGBOARD RETAIL

Springboard Retail is a cloud POS and retail management platform designed by retailers, for retailers.

Built with multi-store, multi-channel retailers in mind, the software allows retailers to service every customer the same way, no matter where or how they shop.



Springboard Retail provides retailers with better control over sales and profitability by placing actionable real-time data in the hands of every person who needs it, from the C-suite to the store floor.

Retailers nationwide use Springboard's mobile POS to reclaim valuable square footage and influence buying behavior at the point of decision, where it matters most. With inventory management, unparalleled custom reporting, APIs, portability across platforms and devices, Springboard Retail is easy-to-use, quick-to-start and revered by its users for making their jobs easier.



Built for multi-store retailers, our features go beyond ringing up a sale! Give your retail business an edge; customize your POS to help you sell more, profitably.



Mobile POS accessible anytime, anywhere with our cloud-based POS software. Scale up or down quickly and easily whenever you want!



Drive sales with customer data. Provide insight to your sales team empowering them to build relationships and provide exceptional customer service.