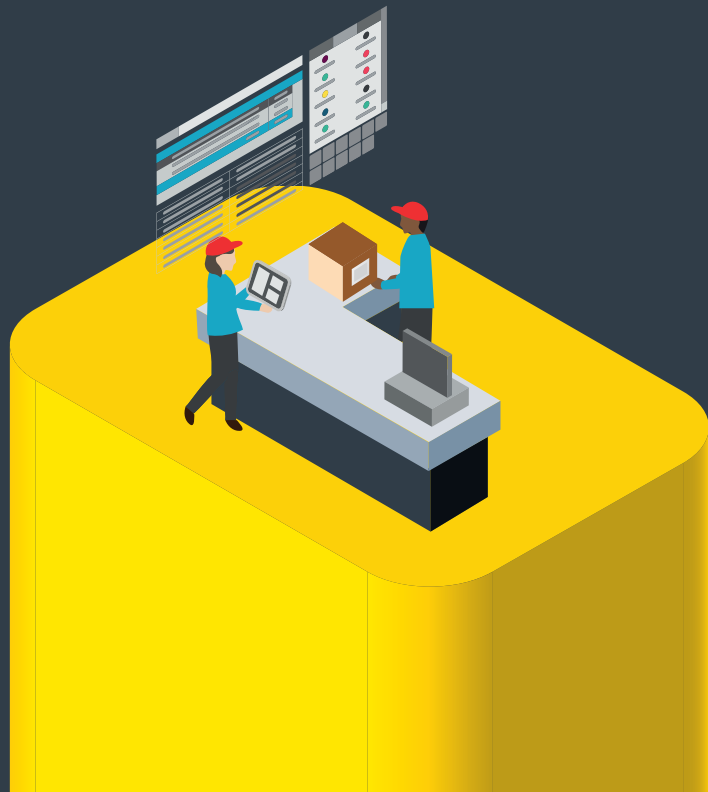


Intact iQ: Module

# Trade Counter



**The Intact iQ Trade Counter module enables you to improve service levels with fast, accurate order processing and real-time visibility of your margin & stock information**



## **Delight Your Customers**

The level of customer service in a trade counter environment is critical for those merchants seeking to create a good first impression, drive repeat business and foster long-term relationships with their customers.

In order to maximise sales and profitability, it is imperative that the trade counter operation is fast, efficient and reliable.

The reality is that valuable time often gets wasted at the trade counter. This could be due to staff having to manually check stock levels or perhaps using manual processes outside the system leading to more paperwork etc

## Another area that can be even more worrying is the loss of margin that can occur at the trade counter.

In our experience this occurs where the system doesn't control margin sufficiently, prompts to upsell or sell complementary products are absent, promotions aren't flagged, out of stock items are missed or haggle capabilities are limited for your trade counter staff.

These are examples of why it's vitally important that your trade counter team have the information and controls they need at their fingertips to enable them to quickly and accurately process an order and handle a transaction in its entirety, whether it's a quotation, an immediate invoice, a delivery or a credit note for returned goods.

## Your customers want the right stock at the right time and at the right price.

Having worked with merchants for over 26 years, we fully appreciate your customers' requirements and how they should be facilitated at your trade counter.

The Intact iQ Trade Counter module is configurable to your business requirements so that the real-time accurate information your staff need can be accessed immediately at the point of sale without having to look around searching for information.

It is also configurable for each end user based on the priorities and controls that have been

set by the business and it can handle every permutation that may arise throughout any one sales transaction; making it a fast, powerful, easy-to-use point of sale system.

Our industry focus also means we have and will continue to invest in our trade counter functionality to ensure you constantly make it easier for your customers to do business with you.

We have highlighted some of the standout functionality and features of our trade counter module overleaf.

# 1. Controlling Margin at the Point of Sale

It's not always easy to monitor each and every sale, especially if you have multiple sales people with different levels of responsibility. The easiest way to control what they are selling, and at what price, is to set up a maximum discount amount or a maximum discount percentage.

This enables you to effectively control the scope users have to reduce pricing at an acceptable level within your business. Depending on the responsibility level, you can adjust the capability to give away margin. You can also permit overrides for more senior staff members that can be password protected.

Another option is to create a workflow feature, where discounts above a certain level are sent to you/others for approval. You can also set up exceptions to the rule, where maximum discount levels for certain key customers are

amended or discounts are aligned to certain quantity breaks.

It's about ensuring you stay in control in a way that does not negatively impact key customer relationships or staff morale.

Depending on the nature of the products you're selling you may also need to pay closer attention to your costs and what information is available or displayed to the end user. You can further protect your margin by creating additional buffers on a user's profile or on a product so an inflated cost is shown.

Essentially your margin and cost control rules, processes and procedures are completely controllable and configurable across the system. It's up to the business to decide what the thresholds and requirements are and the Intact iQ system will then act as your margin and cost guardian forever more.

# 2. Negotiate Better

The Intact iQ Trade Counter module will allow you to set individual discounts on regular purchases and standard prices on all other products, thus protecting your margin.

For example, you could provide large plumbing customers with a discounted plumbing price list but a standard price list would apply for tools.

You can also factor in quantity breaks here. Having these simple rules set up and automated per customer enable your unique customer relationships to be catered for.

# 3. Sell Better

If you stock alternative products at a better margin, the trade counter system can highlight these to your customer-facing staff at the point of contact/purchase.

The RRP may actually be cheaper for your customer but the margin % could be better for your business. By setting up your business system to offer alternatives you empower your staff to sell better on your behalf.

In addition, the system facilitates upselling by highlighting related products linked to that transaction automatically at the point of sale

## 4. Multiple Transaction Types

This feature allows a user to enter multiple transaction types in the same transaction. For efficiency purposes, it's possible to split out a transaction to include goods being taken, goods being delivered and goods being returned as part of the same single transaction.

Returned goods are even re-added to the stock management system automatically to prevent the need for re-posting items manually to keep stock levels accurate. This multiple transaction feature vastly cuts down on time, effort and paperwork.

## 5. Hagggle Feature

We have found that restrictions can frustrate certain employees and it was for this reason we invented the 'Hagggle' feature within the Trade Counter module. With the touch of a key, your employee can bring up the 'Hagggle' screen for a particular customer transaction.

It will show your defined cost price, selling price, margin or mark up, discount levels etc. By changing any of the fields it can show the impact it has on the other fields. This can enable on-the-fly negotiations for your customer-facing teams.

## 6. Lost Sales Analysis

By using the lost sale feature of the Intact iQ Trade Counter module your staff can quickly record customer requests for items that your business does not stock such as alternative brands or new innovative products.

Over time, lost sale analysis can guide purchasing decisions on what items to stock either by season, by volume or by customer demand.

This helps ensure that your business is stocking the products and brands your customers and the market wants.

## 7. Combined Dynamic Search

Finding products within the system is easy using dynamic word search.

It allows the user to quickly drill down through products or catalogues with ease, producing super-fast product search results to speed up sales order processing.



## 8. Multiple Product Formats

In the merchant and distribution industry, businesses tend to stock a wide variety of products, all of which they have to manage, buy in and sell out in various product formats whether that be single units, double units or even split packs.

For example; for our electrical wholesalers the system provides the ability to sell items such as electrical cable by the roll or by the metre. They will still be accurately accounted for in their stock management system and they will have the opportunity to apply a different pricing option to the different units of measurement which can be the key to maximising profits whilst satisfying their customers' product demands.

## 9. Product and Price History

If a customer is disputing a price it is very easy to call up the customer product history and view every quotation, order, delivery, invoice and credit note issued to that customer.

If they are a cash customer who does not have an account, then you can view the product history and analyse the percentage discount applied to all the sales of the product in order to resolve a product price dispute.

## 10. ePOS Touch Screen Transactions

Touch-screen is an option for retail environments that require quick, simple processing of orders and payments. Screens can be customised and configured to offer speed of search and input, which means user acceptance is not an issue. The touch-screen point of sale offers all of the flexibility and functionality of the Intact iQ system.

The customisable touch point screens also facilitate barcode scanning, text input for adding notes to orders, refund management, product search facility and agreed account customer price lists.



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Use the power of Intact iQ Trade Counter to enhance your customer service levels, sell better and maximise margin at the point of sale.

For more information, please contact us at  
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