



# The Ultimate Guide to Success for POS Resellers

6 Steps to Position Your Business for Success



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Point of sale (POS) resellers are challenged today more than ever. Their entire business model is being attacked on all sides by massive changes in the market that can make their traditional products seem like a commodity. Some vendors are selling direct to retailers, cutting resellers out of the picture. Previously profitable payment residuals are drying up and retailers are shifting to new business models that to date, resellers have been ill equipped to respond to.

As a POS reseller, you care deeply about your customer relationships. They look to you as a trusted advisor and value your knowledge, but with many new solutions on the market that appear 'too good to be true,' this value proposition is becoming harder to communicate. Retailers are being forced to change their thinking to compete against the paradigm shift in their industry and resellers must do the same. Online retailers, subscription services and direct-to-consumer businesses are forcing an entire industry to think more about the value that they bring.

All is not lost however, as POS resellers are uniquely positioned to aid retailers in this transition. You are an expert in their business and know that they need to make technology investments to keep up with competition and remain viable. Online sales channels, delivery and mobile technologies will require professional integrators to ensure a seamless experience for consumers. This is an opportunity to invest in yourself, educate and transition your business to stay ahead of the competition and help your retailers navigate this changing market.

Whether you are just starting out or have been in business for 20 years, there are steps you should be taking today to position your business for the future.

# The 6 Keys to Reseller Success

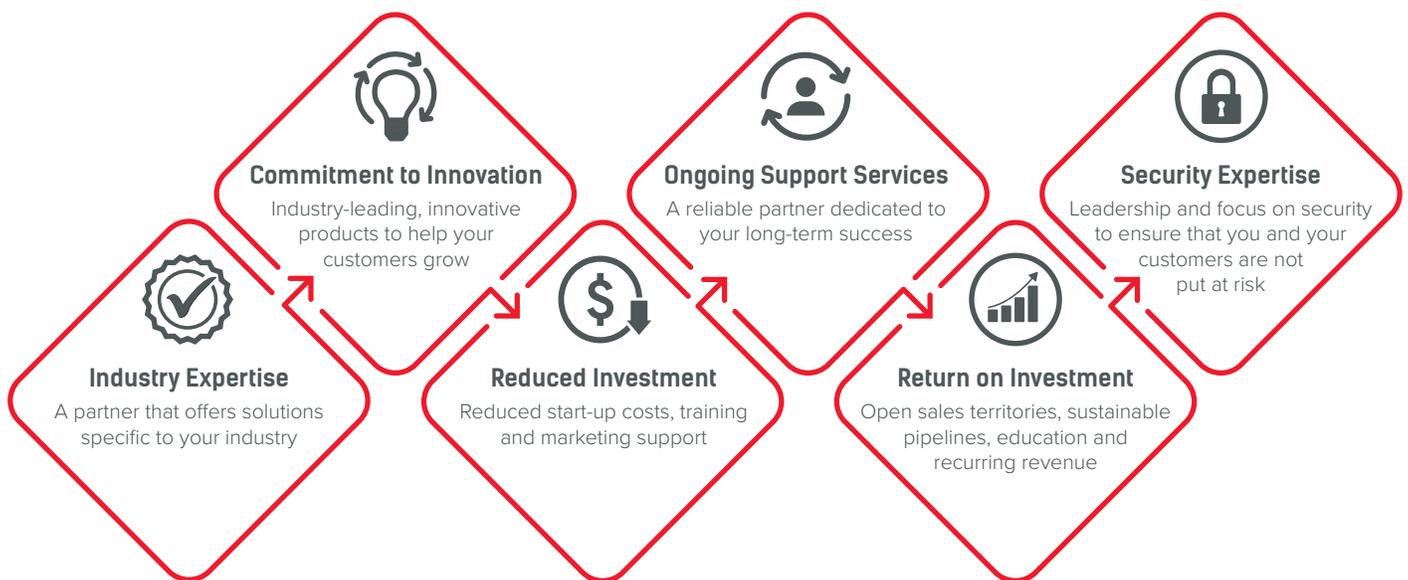


## STEP ONE:

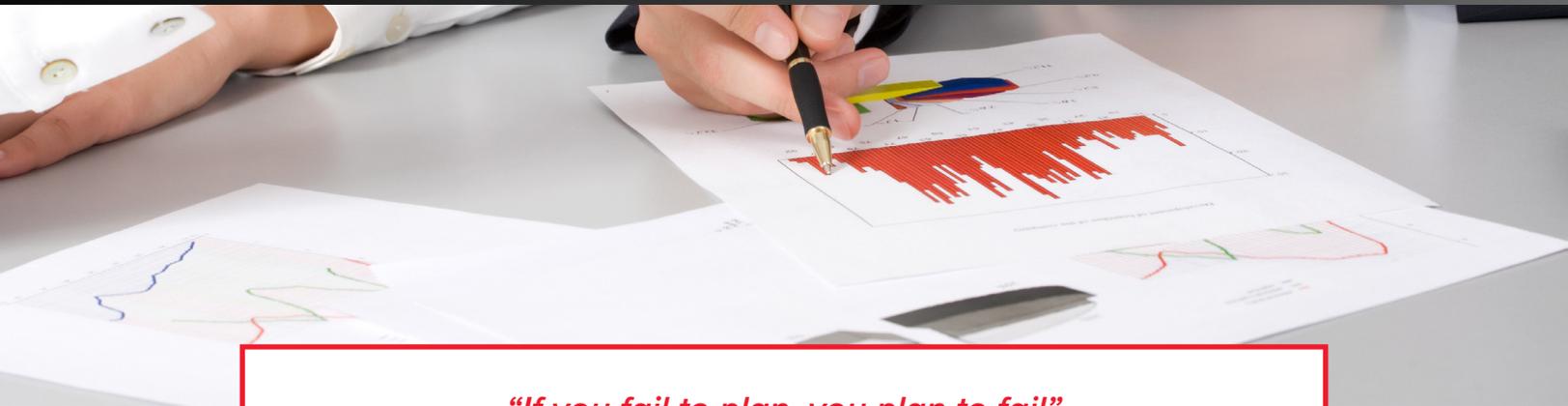
### Select a Vendor Partner

A changing market will have new requirements and you will need to partner with new vendors that think differently and can help you and your customers navigate that change. Take time to evaluate your solution set and look for opportunities to diversify and pivot your product mix to ensure that you have what your customers need to remain competitive and grow.

When selecting a new vendor partner, there are a number of key criteria that you should consider:



## The 6 Keys to Reseller Success



*“If you fail to plan, you plan to fail”*

### STEP TWO:

## Create a Business Plan

Sit down with your vendors and create a specific, measurable, attainable, relevant and time based business plan. This will ensure that your goals are aligned and that you have the support that you need to succeed. Don't be afraid to leverage the marketing and sales support that your vendors offer. Often times these marketing services go unused.

By working with your vendors to develop a roadmap for success, you'll be able to lean on their expertise and experience to help you grow.

### STEP THREE:

## Invest in Industry and Product Knowledge

With change accelerating in retail technology, it is more important than ever that you focus on ongoing industry and product knowledge. Set aside dedicated time each week for you and your staff to engage in education and set an ongoing training budget.

Leverage resources and attend events available through industry associations like the Retail Solutions Providers Association (RSPA) and leading distributors like BlueStar. The networking and education available at events like RetailNOW and VARTECH are indispensable for the growing reseller. Also, make sure that you subscribe to industry newsletters, blogs and any other sources that can help you [find out what's next](#).

Take advantage of training opportunities with your ISV to become an expert on the products you sell and ensure that you keep up to date with new product features and enhancements.



### STEP FOUR:

## Understand Your Customer's Needs

You can't find solutions for your customers without first understanding their challenges. There are a few simple strategies that you can use to ensure that you are effectively communicating and understanding your [customer's needs](#).

### Listen More Than Talk

During your sales conversations, listen more than you talk. Let them guide you to what their business is like and what it is missing. They have a problem and you are there to help them solve it. You can't do that without hearing them out and fully understanding their needs.

### Find the Perfect Match

The most successful POS resellers know how to customize each sale to match the client with the best possible solution. For instance, take a look at their stock room. If they are complaining about out of stocks, maybe they need help making smarter purchases and streamlining their [ordering process](#).

### Ask Strategic Questions

Ask both "problem" questions and "solution" questions. Problem questions uncover their challenges, such as "How would you describe your grocery store's biggest inefficiencies?" Solution questions show you what the grocer is hoping for, such as "How would you measure success?" By including your customer in the discussion, you're getting buy-in along the way – which will not only make the sales process much easier but also ensure that they are positioned to succeed with the solutions you have to offer.

### Confirm What You've Heard

After the conversation, repeat their key points back to them to confirm their biggest challenges and expectations for a new POS system. This will ensure that you fully understand and build confidence in your proposed solutions.

### STEP FIVE:

## Focus on Value-Based Selling

If something looks too good to be true it probably is, but with thinning margins and increased competition retailers are often lured by [“free” point of sale systems](#). To compete against these systems, a successful reseller will need to focus on selling value rather than racing to the bottom with price.

To do so, make sure that you are focusing on benefits rather than features. For example, gift cards and loyalty programs are a POS feature but their benefits include higher sales per transaction and less customer attrition. Also remember that honesty is the best policy when competing against “free” point of sale systems. Have transparent pricing and ensure that your customers have no surprises when they receive their bill. Most importantly, follow through so they see the value of working with you and sing your praises. There is nothing more valuable than a customer referral.

### STEP SIX:

## Build Recurring Revenue

With hardware becoming a commodity and software revenues declining, it is more important than ever that resellers build their recurring revenue base. Every reseller should focus on building their recurring revenue to a point that it at least covers their monthly operating costs. This transition can be challenging as you forgo upfront revenue in the interest of more profitable, long-term recurring revenue, but if you don't start now you may never get there. Recurring revenue can come from a number of sources; software support and updates, payment residuals, managed services and more. Look for partners that enable recurring revenue opportunities.



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Becoming a successful reseller and building your business for long-term growth takes a lot more than just having the right products. It takes ongoing investment to ensure that you stay ahead of the competition.

As a value-added reseller, it is important to look for a technology partner that is dedicated to your success, specializes in your clients' industry and offers the specific point of sale features they need to grow their business.

Auto-Star offers a comprehensive partner program for quality VARs looking to expand their line card and take their business to new heights. [Contact Auto-Star](#) today to learn more about our industry-leading [you first partner program](#).

## About Auto-Star

Auto-Star Compusystems Inc. is a software company that develops point of sale software for pharmacy, grocery, and health and natural products retailers across Canada, the United States and the Caribbean. Auto-Star's products provide seamless end-to-end solutions that optimize efficiency and customer satisfaction, while helping retailers lower their operating costs.

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