

Sales Control Systems, Inc.

Operator benefits from an Operator Website

An Ernst & Young 1999 study of the benefits of operating a company Website shows that Web-sales are the least likely reason to get on the Internet.

- 36% Gain Additional Customers**
- 33% Are Better Able to Retain Customers**
- 23% Reduce Costs, Including Services, Such as Reservations**
- 4% Deliver Goods at a Higher Speed**
- 1% Sell More Products**

A Website = A Must

RESTAURATEURS VISITING THE 2000

Northeast Foodservice and Lodging Exposition and Conference got a free set of Website building blocks from Stephen J. Galligan, general manager of citysearch.com

In a seminar sponsored by the Massachusetts Restaurant Association, Galligan told operators that a homepage and useful content will more than return the initial investment costs, which he said can be as low as \$500 for setup and from \$280-500 per month for maintenance through an outside provider.

A number of restaurant owners confirmed that their initial investments had run as high as \$3,700, only to leave them with a static presentation that was equally as expensive to update. Galligan said the logical answer is to hire a media company to run the site and maintain content through an 800-number, around the clock.

“For a Mom and Pop operation that is grossing \$200,000 a year, a less expensive solution is needed. You can spend as little as \$1,000 to get it built. The challenge is to get it to a place where people can find it,” Galligan said.

Among his tips for an often visited home page:

- Provide a map of how to get to your location(s)
- Keep your site current = remember the Yellow Pages listing you’ve paid for may be out of date by the time the book hits the customer’s doorstep
- Give users a way to communicate with you, and include a comment box
- Do cross-advertising. Highlight your Website on the outdoor advertising, in print, and other media
- Use a pro-active e-mail approach to advise customers of specials and promotions
- Provide a variety of pages the customer can surf
- Use links to highlight other sites and partner with other businesses who will link to your home page

From Hospitality Technology Magazine, May/June 2000

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Sales Control now offers web services to our customers.....

Sales Control Systems, is now offering a variety of internet services to our Point of Sale customers. We can design a site for you and get you up and running quickly.

We help take the headaches out of your internet experience. We can take care of all the important details that make your site successful.

We offer:

- Search Engine Registration***
- Domain Registration***
- Restaurant Directory Sign-Up***

For more details see page 4 or visit our website to see a sample web site design.

www.salescontrolsystems.com

“I’ve gotten several good leads already from my web site. It paid for itself in no time”

Doug Annas (www.sigfi.com)

Why Your Business Should Be On The Web.....

With all the buzz about the internet we find a lot of business owners wondering if they should have a website.

The answer is probably yes, but only if you have a plan to use it wisely. A poorly designed web site does little to help your business. You need to use your web site like any other business tool; as a means to increase your profit.

One of the most important questions to ask yourself is what would I want my web site to do for my business. We've listed some things a web site can do for you.

Inexpensive Advertising

The most obvious use of the internet is simply inexpensive advertising. A site that is well ranked in the search engines and listed in all the local internet directories like Detroit. CitySearch.com can help new customers learn about your business and remind your current customers to pay you a visit. The internet is fast becoming the yellow pages for the electronic age. Don't get left behind.

Accessibility

Make your business more accessible to potential customers. This could mean the ability to order merchandise on line or simply the ability to download a menu for their office. Once they find your site you need to get them as a customer.

Sell Gift Certificates

Selling Gift Certificates online can be a great way to build your sales. Local or out of town customers can easily purchase a gift certificate for a relative living in your area. This is one of the most exciting opportunities for building sales over the internet.

Find new customers

If you have a mailing list or customer loyalty plan you can use your web site to sign up new members. This is a simple but effective use of your website. By enrolling people on-line you can make a customer out of someone who hasn't even been to your business...yet!

Energize Existing Customers

You can revitalize your existing customer base by using a what's new section of your site to highlight new menu items, upcoming events etc.

Banquet Information

Restaurants that provide banquet and/or catering services have been very successful by providing banquet information, sample menus on their website along with a request for information form. Many people who are hosting showers, weddings and parties will look on the internet to find a place for their function. Make sure it's your business they find!

How do you make your site a success? A couple of simple suggestions will go a long way.

1). *Use a professional web design service*

Chances are someone you know will offer to make a web site for you for free. Just "Say No Thanks"...If you want your web site to be effective it has to be well designed, easy and fast to navigate and highly ranked in the search engines. A web design professional can do that for you. A well meaning amateur can do often do more harm than good.

2). *Keep it fresh*

Maintaining a site takes some effort. Minor changes should be made at least quarterly and a major update should be done once a year. Don't let your site become stale if you want people to visit your site on a regular basis. Give people a reason to do so. Again we suggest hiring a web designer keep your site up to date.

3). *Promote you site.*

Once your site is up and running you should include your web address on all faxes, letterhead, invoices etc. Linking to other sites will help draw traffic as will being listed in the various internet directories and search engines. And don't forget to tell people about your site!

See you on the web!!!

Couples turn to the internet for Wedding Planning

Nearly half of the engaged-to-be-married couples with Web access are using the Internet to help plan their wedding, according to a study by The NPD Group, Inc.

The study found that 48 percent of engaged couples gathered information using the Internet and used it to help plan their wedding.

"The report confirms the Internet's increasing role in helping engaged couples plan their wedding," said NPD New Media Vice President Carol Neithercut. "With today's busy lifestyles, the Web has become a convenient way to get the information they need to make their weddings a success."

Sales Control Launches Website

www.salescontrolsystems.com

Sales Control Systems, is proud to announce the launch of our new website : www.salescontrolsystems.com

In it's initial phase the website will be used primarily to provide product information to current and potential customers.

Check it out! Restaurants will find the information about the exciting new features in Digital Dining for Windows. If you haven't seen a demo of this great product give us a call.

Grocery store owners can see the new NCR self checkout solution.

“The internet levels the playing field for small businesses.”
Terry Lamb

Our retail customers can see a demo of our E-commerce solution that lets you sell your products quickly and easily on the internet. Counterpoint software handles all the work and you get the profit.

If you already have a website, linking to our site can help create traffic. We've provided a page on our web site to link to our customers' sites. People visiting our site can go directly to your site.

Although we reserve the right to determine which customers will be listed, we'll include as many of our customers' sites as possible.

All we need is your web address and a logo or icon to use as the link.



If you're having a tough time hiring good employees, you may want to take a look at the Step ONE employment surveys. It's a proven helper to let you know ahead of time, what to expect from an applicant.

As the web site grows and develops we be considering features like on-line ordering of paper and supplies.

Eventually we would like to use our site as a resource for our customers, perhaps with suggestions for getting the most from your system as well as online FAQ's and perhaps even an online tutorial.

“The internet levels the playing field for small businesses.” says Terry Lamb, one of the owners. “We need to be involved in the internet so we can help our customers take advantage of the new technologies. The internet is becoming a major revenue source for small businesses that know how to use it to their advantage.”

“The internet is becoming a major revenue source for small businesses that know how to use it....”
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As part of our internet services we now offer web site design and hosting for our customers. We will also link to our customers' web sites. If this interests you read the article at the bottom of this page

If you have suggestions about our site or some ideas about how our web site can help your business please send them to: bob@salescontrolsystems.com

List Your Site On www.salescontrolsystems.com

We ask that you provide a reciprocal link to our site on your page. We'll provide you with a small graphic to make it easy for your webmaster.

Working together can drive more traffic to both our web sites.

For more information please contact
Bob Padgett
(248)356-0700

If you don't already have a website or want to improve your existing you'll find information on page 3 about our broad range of internet services including web site design and hosting.