Title:
Point Of Sale Products

Word Count:
329

Summary:
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what you have to offer is quite important to the customer. Point of sale
products are in fact, likely to help you sell whatever it is that you need to if
they are used correctly as a marketing medium. Here are some options that you
may want to consider.

Point of sale often means the cash register, the cash drawer and the receipt
printer. If you are one of the many that use these aspects, making them
marketing materials can help you. For example, the placement of products that
you would like to get rid of near the register allows customers who haven't
spent all that they planned to to have the opportunity to spend a little more.
This is quite effective when the point of sale merchandise is "marked down" or
"clearance" as they know they are getting a great price on the products.

To make this effective, you should use point of sale merchandisers such as
toppers for the register or attractive dispensers. Regardless of what the price
is for the merchandise, just because it is there, they will look and consider
it.

Other options that you have include using your marketing dollars to present

return coupons for your visitors. For example, on the back of their cash receipt is a coupon for their next visit. This will help encourage their return in a short period of time.

Whether you use point of sale merchandise, marketing materials, or even electronic options, taking advantage of the dollar at the point of sale terminal is an excellent opportunity many businesses miss.