

## ISS45 Dealer Big Success Reference Sites

March 5, 1999

Yes, wouldn't you like to have a bunch? Well, sometimes you gotta give as good as you get — besides, this'll give you a chance to show off what a great job you do.

With the number of **ISS45** installations by RETAIL *partners* climbing toward the 2,000 mark, there are many, many success stories out there that other RETAIL *partners* could use to win more business. Dealers have asked us to help them leverage the success stories of their colleagues with a **Big Success Reference List**.

The way it works:

- All reference contacts must be through the original selling dealer. It's not a good plan for other dealers or their customers to call or visit the reference customer directly without the contact being properly set up ("No Salesman Will Call...").
- Dealers can contact the **Big Success** Dealer via telephone or e-mail to get more information, set up a call, arrange a store visit, etc.
- Send us the information suggested on Page 2 below and we will send it out in a bulletin or database and keep it updated on the (still) upcoming **ISS45** web site.
- Dealers are most often needing references for special or unusual sites with the following types of characteristics.
  - "Evangelist" users — where the **ISS45** system and dealer performed and completely met or exceeded the customer's expectations. They'll rave.
  - Take-Out customers — where the customer is happy that the dealer and **ISS45** replaced an "unsuccessful" PoS implementation from a competitor.
  - Larger chains, with several or many stores — these have more clout with other chains their size and with the smaller independents.
  - Large stores — more than ten lanes and peripheral terminals.
  - Frequent Shopper Successes — using Advanced Promotions, Standard Frequent Shopper, any of the Frequent Shopper Express/RoundHouse systems, Catalina or xiNETix to compete successfully.
  - Special hardware — RTI ScreenKey, TeamConsole, **GLOBALLabel** etc.
  - Integrated back office users: S4, TCI, Asset etc.
  - In-House Charge account users
  - Integrated Electronic Payments users
  - Windows **V8** and Windows PoS

To your success,



*Tony van Seventer*  
Director: Supermarket Systems

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## ISS45 Big Success Dealer Reference

Evangelist Customer (Yes/No):	
Competitive Take-Out (System):	
Large Chain (Number of Stores):	
Large Store (Number of PoS Terminals):	
Unusual Format (non-food, convenience etc.):	
Frequent Shopper (What Stuff):	
Special Hardware (RTI, ScreenKey, etc.):	
Integrated Back Office (System):	
Integrated Charge Accounts (System):	
Integrated Electronic Payments (System):	
<b>V8</b> and/or Windows PoS (Product):	
Grocery Company Name:	
Grocery Company Location (City/State — optional):	
Big Success Dealer Name:	
Big Success Dealer Person to Contact:	
Best Contact Method (Phone #, e-mail address, etc.):	

Please e-mail information to [avanseventer@iclretail.com](mailto:avanseventer@iclretail.com) or FAX to (503) 699-2225.

Thank You