



Program Support Notes

Junior Secondary – TAFE

20mins

Success in Retail Series Apply Point of Sale Handling Procedures

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Apply Point of Sale Handling Procedures

For Teachers:

Introduction

The financial aspects of any retail store are vital to business success. It needs to be fast and accurate to help keep the business flowing well. Critical to this is good Point of Sale (POS) service and practice. This incorporates understanding and operating POS equipment, processing transactions, competing sales, cash/non-cash handling, balancing the register, reconciliation of takings and accuracy of reporting. In this program we see and hear from a retail industry expert about how their systems work to make their retail experience a fast, smooth operation that keeps their business responsive and successful and the ways to optimise effectiveness of retail POS handling. This is an educational and practical look at this vital area of the retail industry.

Program Timeline

00:00:00	Introduction
00:01:36	Operate POS Equipment
00:07:54	Perform POS transactions
00:10:45	Completing sales
00:14:30	Post-sales procedure
00:18:44	Future of POS

Useful Resources

Australian Retailers Association: <http://www.retail.org.au>

International Customer Service Professionals body: <http://www.icsp.com.au/index.php>

Customer Service Institute of Australia: <http://www.csia.com.au>

Please visit our website for many more relevant programs www.vea.com.au

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Student Worksheet:

Before Viewing the Program

- a) Visit three retailers as a 'mystery shopper'. Observe the POS process or buy something small. Write down your impressions – what was good about it, what was bad about it. Discuss the different experiences with your class.
- b) Divide class into pairs. Nominate one as the retailer and one as the customer. Role-play each pair in front of the class, going through a typical retail POS process illustrating excellence. Go over-the-top with it, then discuss what was effective and where it overstepped the mark.
- c) Divide class into pairs. Nominate one the retailer and one the customer. Role-play each pair in front of the class, going through a typical retail POS process illustrating very poor service. Go over-the-top with it, then discuss what was bad about it and why.

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While Viewing the Program

1. What are the three benefits of good POS handling?
 - a) _____
 - b) _____
 - c) _____

2. By how much can scanning increase your bottom line? Circle one answer.
 - a) just 1%
 - b) up to 5%
 - c) up to 20%

3. By how much can a customer data base increase your bottom line? Circle one answer.
 - a) up to 50%
 - b) up to 15%
 - c) up to 500%

4. What are the three main “bits” of POS equipment?
 - a) _____
 - b) _____
 - c) _____

5. They are all linked to a what?

6. What does a scanner do and how does it do it?

7. What three advantages or benefits are there to using a scanner?
 - a) _____
 - b) _____
 - c) _____

8. What are the key roles of the register in the process?

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9. What does EFTPOS stand for?

10. What benefits are there to the consumer to using this system?

11. Describe the benefits to a retailer of using an integrated Point of Sale system

12. When performing Point of Sale process, how can you make the customer feel valued?

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

13. What are the benefits of getting this process right?

14. In completing the sales process, what information should be on the receipt?

- a) _____
- b) _____
- c) _____
- d) _____

15. Why is this information important?

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16. Before handing over the receipt to the customer you should:

- a) Crumple it up b) Check it for accuracy c) Draw a smiley face on it.

17. What is the “rule of thumb” regarding wrapping and bagging?

18. What three things does Post-sales procedure refer to?

a) _____

b) _____

c) _____

19. How do you balance the register?

20. What is involved with a reconciliation of takings?

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After Viewing the Program

1. Pair up and imagine you are living 100 years ago, running a store with no electronic assistance at all. Work out all the steps in the sales and post-sales process. What are the advantages and disadvantages of this system?
2. As a class, discuss what Point of Sale (POS) experience will be like in 100 years time. What will the process consist of, why and what advantages and disadvantages are there?
3. Next time you are shopping really observe the POS experience and report back to the class on what was good and what was bad about the experience. How would you have done it better?

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Suggested Student Responses:

While Viewing the Program

1. Answer: a) Money comes in, b) Accurate records are kept, c) Customer has a positive experience
2. Answer: c: up to 20%
3. Answer: a) up to 50%
4. Answer: a) Scanner, b) Register, c) EFTPOS system
5. Answer: They are all linked to a computer.
6. Answer: A scanner captures numbers on a barcode, transmits that data back to the computer, correlates it back to a database and sends that information to the cash register. It reads the label on an item using light.
7. Answer: a) Speed. Scanning items is much quicker than entering them manually. b) Accuracy. Scanners accurately identify items. c) Pricing. Scanners “talk” directly to the shop database and reflect the most up-to-the-minute pricing.
8. Answer: The register is where the retail items appear. They are itemised and the costs tallied. There is also a cash tray where a float of money is kept.
9. Answer: EFTPOS stands for: Electronic Funds Transfer Point of Sale system.
10. Answer: The benefit of EFTPOS to the customer is that they have access to their money via debit or credit, without having to carry cash around.
11. Answer: The benefits to a retailer of using an integrated Point of Sale system are that they can collect accurate sales information, they can adjust prices easily, they can quickly retrieve lay-by and loyalty information and they can keep track of cash flow and other accounting and financial information.
12. Answer: You can make the customer feel valued during the POS process by a) Moving their goods through efficiently and gently. b) Ensuring information is entered accurately. c) Clearly stating the price to the customer. d) Giving them the correct change. e) Stepping the customer through the EFTPOS procedure. It should be a friendly and precise experience for the customer.
13. Answer: It is a pleasant, professional experience that creates loyalty and encourages repeat business.
14. Answer: The information that should be on the receipt is:
 - a) Items all listed (itemised)
 - b) The type of payment (cash, EFTPOS, credit card)
 - c) Business name, ABN and address
 - d) Sales person’s name
15. Answer: This information is important because it provides proof of purchase for the customer and retailer. This can effect warranty or goods returns policies and provide feedback on staff service.
16. Answer: b) Check it for accuracy.
17. Answer: The rule of thumb is to make sure the customer is able to get their purchase to the car or home as safely and conveniently as possible.
18. Answer: The three things Post-sales procedure refers to are a) balancing the register, b) reconciliation of takings, c) accuracy of reporting.
19. Answer: Balancing the register involves counting all the cash in the till at the end of the day’s trade, and deducting the float. For the register to be balanced, the cash count and EFTPOS takings must match the day’s takings exactly, as tallied by the register.
20. Answer: Reconciliation of takings involves tallying up the exact cash you have – notes and coins – against a takings sheet. The totals are added up and again compared to the total tallied by the register.