Increase Revenue With SP-1 by SelbySoft

Thanks for taking a minute to look over this. One of the benefits of the SP-1 by SelbySoft system is that it can help you add to your bottom line. Read on to see how we do it!

As you move through this guide, keep in mind that **we are being very conservative** in our estimates and math.

We have seen everything from 1% to 20% savings amongst our customers.

Price Mistakes:
Let's start with the easy one. Price mistakes by your staff can cost quite a bit. We all know that with a cash register there are opportunities for your employees to accidently quote an incorrect price.

Below we are looking at three scenarios involving pricing mistakes. All based on a $4.00 average drink price.

The Problem: We have three stores with different volumes ranging from $3,000 a week to $8,000 a week in gross sales. The three scenarios are one $.50 mistake per 100 tickets, one $.50 mistake per 50 tickets and finally one $.50 mistake per 25 tickets.

Price Mistakes	Store 1 $416,000 Avg Annual Sales	Store 2 $260,000 Avg Annual Sales	Store 3 $156,000 Avg Annual Sales
Severity	285 Tickets a Day	178 Tickets a Day	107 Tickets a day
One $.50 mistake per 100 tickets	$ 520.13	$ 324.85	$ 195.28
One $.50 mistake per 50 tickets	$ 1,040.25	$ 649.70	$ 390.55
One $.50 mistake per 25 tickets	$ 2,080.50	$ 1,299.40	$ 781.10

The Solution? With SP-1, there is simply no way to create a ticket with incorrect pricing! Every item on your menu is completely controlled by SP-1, so that your staff no longer worries about the price of items. Those mistakes that happen are a thing of the past!

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Theft: Theft happens. We all know it. The following example covers a situation where an employee is handing out a drink and then pocketing the ticket total in a cash transaction. Please note that the figures used don't even cover other types of product theft!

Below we are looking at three different scenarios involving pricing mistakes. All scenarios are assuming a $4.00 average drink price.

The Problem: We have three stores with different volumes ranging from $3,000 a week to $8,000 a week in gross sales. We then have three different theft variations.

In the first, the employee is stealing 1 out of every 100 drinks 3 times a week (from 3.2 to 8.5 drinks a week or $12.84 to $34.20 a week). We then take that to stealing one out of every 50 and one out of every 25 drinks you serve.

Theft	Store 1 $ 416,000.00	Store 2 $ 260,000.00	Store 3 $156,000.00
	Avg Annual Sales	Avg Annual Sales	Avg Annual Sales
Severity	285 Tickets a Day	178 Tickets a Day	107 Tickets a day
1 drink per 100 3 times a week	$ 1,778.40	$ 1,110.72	$ 667.68
1 drink per 50 3 times a week	$ 3,556.80	$ 2,221.44	$ 1,335.36
1 drink per 25 3 times a week	$ 7,113.60	$ 4,442.88	$ 2,670.72

The Solution? SP-1 has multiple ways to help stop this. From forcing receipts and customer displays so the drink has to be rang in to locking down the ability to edit or void tickets. Additionally, SP-1 has full audit capabilities to help show you what has happened. Our in-depth reporting systems will help you see red flags on potential theft situations as well. Finally using our MobileDash service you can receive instant notifications when tickets are voided or modified!

Gift & Loyalty: If you have a gift and loyalty system without a POS system, then you are probably paying a 3rd party processor for the privilege of using plastic gift and loyalty cards.

Below we are looking at three different scenarios involving pricing mistakes. All scenarios are assuming a $4.00 average drink price

The Problem: We have three stores with different volumes ranging from $3,000 a week to $8,000 a week in gross sales. Our gift card provider charges $20 a month and then a $.15 swipe fee. Our gift card volume is anywhere from 15% to 25% of all our transactions are gift and loyalty.

	Store 1	Store 2	Store 3
	$ 416,000.00	$ 260,000.00	$156,000.00
Gift card	Avg Annual Sales	Avg Annual Sales	Avg Annual Sales
Severity	285 Tickets a Day	178 Tickets a Day	107 Tickets a day
$20 month + .15 - 15% gift	$ 2,580.56	$ 1,701.83	$ 1,118.74
$20 month + .15 - 20% gift	$ 3,360.75	$ 2,189.10	$ 1,411.65
$20 month + .15 - 25% gift	$ 4,140.94	$ 2,676.38	$ 1,704.56

The Solution? Stop paying.
SP-1 has a 100% free gift and loyalty system built right into our software. This system allows you to charge cards, re-load money on them, use them as profile cards, multiple methods of rewards and more for $0.

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Inventory:
Tracking and controlling inventory control can be tough. Improper inventory ordering, waste, improper portion control and miss-orders can all hurt the bottom line.

Below we are looking at three different scenarios involving pricing mistakes. All scenarios are assuming a $4.00 average drink price.

The Problem: We have three stores with different volumes ranging from $3,000 a week to $8,000 a week in gross sales. Inventory control is not being performed at these locations. Portions are not accurate for the drinks and food products, waste is occurring and stores either run out of product (having to purchase elsewhere at higher prices) or stock too much.

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	Store 1	Store 2	Store 3
	$ 416,000.00	$ 260,000.00	$156,000.00
Inventory	Avg Annual Sales	Avg Annual Sales	Avg Annual Sales
Severity	285 Tickets a Day	178 Tickets a Day	107 Tickets a day
Cut .3% waste a year	$ 1,248.00	$ 780.00	$ 468.00
Cut .5% waste a year	$ 2,080.00	$ 1,300.00	$ 780.00
Cut .75% waste a year	$ 3,120.00	$ 1,950.00	$ 1,170.00

The Solution? Implement accurate inventory tracking and get on the fly Cost Of Goods Sold (COGS). Our inventory variance system will assist you in showing where the mistakes and waste are happening. Finally, set order points for reporting to show what you need to order to keep accurate stock levels.

Up Sell:

How about something positive? Getting employees to remember to up sell product can be tough. Below we are looking at three different scenarios involving pricing mistakes. All scenarios are assuming a $4.00 average drink price.

The Problem: We have three stores with different volumes ranging from $3,000 a week to $8,000 a week in gross sales. Employees are not up selling product.

	Store 1 $ 416,000.00	Store 2 $ 260,000.00	Store 3 $156,000.00
Up sell	Avg Annual Sales	Avg Annual Sales	Avg Annual Sales
Severity	285 Tickets a Day	178 Tickets a Day	107 Tickets a day
Upsell $.50 every 100 tickets	$ 520.13	$ 324.85	$ 195.28
Upsell $.50 every 50 tickets	$ 1,040.25	$ 649.70	$ 390.55
Upsell $.50 every 25 tickets	$ 2,080.50	$ 1,299.40	$ 781.10

The Solution? Implement forced modifiers that make the employees ask for that extra shot of espresso or extra cheese! Employees will help increase the average dollar per ticket.

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Time Theft:
Employees sometimes fudge their clock in and out times. No all of them, but it happens. Below we are looking at three different scenarios involving pricing mistakes. All scenarios are assuming a $4.00 average drink price.   Did you know that it is estimated that 25% of all theft is employee time theft?

The Problem: We have three stores with different volumes ranging from $3,000 a week to $8,000 a week in gross sales. In this situation the volume does not matter. We assuming that our employee is changing their time by just 10 minutes 2, 3 and 4 times a week.

	Store 1	Store 2	Store 3
	$ 416,000.00	$ 260,000.00	$156,000.00
Time waste	Avg Annual Sales	Avg Annual Sales	Avg Annual Sales
Severity	285 Tickets a Day	178 Tickets a Day	107 Tickets a day
10 minute 2xweek $10 / hr	$ 173.33	$ 173.33	$ 173.33
10 minutes 3xweek $10/hr	$ 260.00	$ 260.00	$ 260.00
10 min 4 x week $10/hr	$ 346.67	$ 346.67	$ 346.67

The Solution? Accurate timekeeping is all handled by SP-1. Codes, Cards and even Fingerprint ID systems that stop employees from cheating the system. SP-1 has a audit systems to track employee timekeeping as well.

Summing it up: There is no doubt that SP-1 by SelbySoft can help you add to your bottom line. The following pages just detail a few small ways that can be done. Using gift cards and loyalty systems more fully, inventory control to keep a handle on COG's, tracking profitable menu items and eliminating poor performing ones, and more in depth theft reporting will all add to these figures.

With just the figures we calculated on the previous pages you would save anywhere form $2,818 to $18,882 a YEAR.

Depending on your exact configuration, an average customer will pay for SP-1 in their first year or two!

	Store 1	Store 2	Store 3
	$ 416,000.00	$ 260,000.00	$156,000.00
Adding it together	**Avg Annual Sales**	**Avg Annual Sales**	**Avg Annual Sales**
TOTAL SAVINGS POSSIBLE	**285 Tickets a Day**	**178 Tickets a Day**	**107 Tickets a day**
Plan 1	**$6,820.55**	**$4,415.58**	**$2,818.30**
Plan 2	**$11,338.05**	**$7,269.94**	**$4,568.11**
Plan 3	**$18,882.20**	**$12,014.72**	**$7,454.15**

Want more information? Call us – 800-454-4434
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